

CONTEMPORARY

TEA TIME

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A Marketer's
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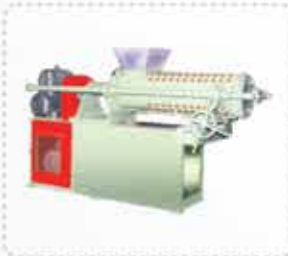
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TEA QUIZZY



By Errol O'Brien

QUESTIONS

1. Why is Da Hong Po one of the world's most expensive of teas costing thirty times its weight in gold. One gram would cost approximately Rs.90,000/-
2. Name the most well known Chaiwalla in Delhi other than our Prime Minister Narendra Modi. He sits under a fig tree in Delhi's Vishnu Digamber Marg. He has written books such as Ramdas, Ashanvar and Dansh. He earns about Rs.15,000/- a month. His favourite cuppa is the ginger laced milky tea
3. "A small amount is set aside from every order we receive for children of Tea Garden workers" Name the humanitarian tea entrepreneur and his product
4. Which was the original company that conducted the first public sale of East Indian Teas on December 27th, 1861 with a consignment of around 350 chests? Teas like Pekoe, Souchong and Congou of Cachar growth went under the hammer at No 2 Mission row
5. Which Company's Teas have made it to The Guinness Book of Records with a vitamin enhanced range of Super Green Teas
6. What does the word and District Terai imply
7. Kundan Singh Bhist, a retired Havildar in the Indian Army had to operate a Tea stall to make ends meet. His pension was Rs 1500/- Name his daughter who played for India a cup holder winner against Pakistan in the ICC WOMEN'S WORLD CUP
8. Name the tea garden in New Zealand where Tea growing and drinking is considered an enterprise and a Tea Town that helps both residents and tourists to uncover the history and culture of tea
9. A tea taster describes which grade as Knobbly
10. The colloquial expression in India: Chai Pani is used by workers having done his job, What does it imply



Answers: 1) The exorbitant price is credited to its aging that takes up to 80 years 2) Laxman Rao 3) Manish Jain. TEARAJA 4) Thomas Martin & Co 5) Tata Global Beverage 6) Moist Land 7) Ekta Bhist 8) Zealong Tea Estate 9) Broken Pekoe Souchong 10) A Tip. He is hinting for a little extras remuneration



Significant happenings recently are that Solidaridad has been launched. In an tripartite inclusive event with the ITA and the Small growers. The world seems to be realizing that checklists and certifications are not necessary and sufficient yardsticks to achieve either of the goals of sustainability or clean teas. What is required is a transformed mind set and education.

Chairman ITA has put forward in detail what ails the industry and the ways forward, in this issue. A shortage of work force and the rising input costs of production is universally affecting profitability and some cases, the viability of Estates.

With co-existing yet divergent business models of the BL and the composite Estates perhaps the only significant game changer can be much higher exports, and overall better quality teas, being made available to the domestic market. This will lead to competition from entrepreneurs wanting to capture market share on a product enriched by taste. This is what the Indian consumers want and is willing to pay for.

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

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Chairman ITA has put forward in detail what ails the industry and the ways forward, in this issue. A shortage of work force and the rising input costs of production is universally affecting profitability and some cases, the viability of Estates.



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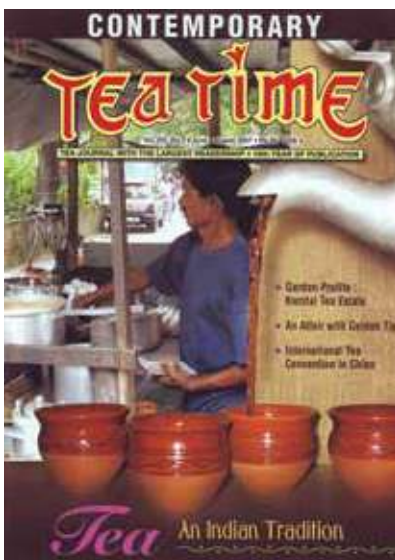
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Yes! tea is good for kids



Tea is essential beverage preferences in any household around the globe. Tea is majorly consumed by adults, but when children observe their parents, their uncles, and aunties or even their grandparents having their sips of tea, they feel the urge to try it too.

Is it Good for Your Child to Drink Tea?

Tea is not always recommended for kids, but in case your kid is stubborn or as parents, you decide to serve your kid a hot cup of tea, prefer sticking to green tea or the herbal tea. Green tea is safe and a recommended option as it contains a disease resistance element called catechins, which in turn helps in killing germs, improving concentration, deal with cavities and also helps in maintaining a healthy heart.

Can children drink green tea? The answer is yes, green tea, for kids, is beneficial, but it also contains caffeine. So as to avoid caffeine consumption, either give tea to your kids on an occasional basis and in limited dose or prefer giving them no tea at all.

How to Make Tea for Your Children?

Prepare tea for your children as follows:

- As on a usual basis, boil the water
- Put a sliced cube of ginger, or cardamom into the boiling water
- Add fewer tea leaves and steep it for 2-3 minutes
- In case the tea seems to be strong, do dilute it by adding more water
- Adding milk or not is a mere choice, but remember to serve lukewarm tea to your kids rather than hot tea.

Health Benefits of Tea for Kids

The benefits associated with serving tea to your kids include :

1. Lessens Anxiety:

Studies suggest that children are prone to anxiety as their reasoning and understanding capabilities are not that developed. Cutthroat competition and study pressure are enough to cause anxiety in children. To make them feel refreshed and cheerful sometimes a simple cup of tea can do wonders as it helps in releasing stress.

Best tea types to help treat anxiety include oat straw, skullcap or chamomile.

2. Treats Constipation:

When your kid is going through constipation, giving them hot or warm tea will help them relax which in turn will help in normal bowel movement.

Flaxseed tea is considered the best solution for treating constipation in kids.

3. Puts Away Fever:

Feeling cold is a common symptom of having a fever, and whenever your kid gets a fever, you try and keep them warm and cosy. At such a time, tea will help your kid get all the required warmth, and if a slice of ginger and one cardamom is added to the tea, it will boost the healing process.

Other tea types that you can prefer giving to your kids include peppermint, lemon tea or chamomile.

4. Treats Nausea:

An upset stomach and vomiting are major symptoms of nausea. Nausea is common in children as their immunity system is still developing and so they are more prone to sickness or nausea. Tea provides a helpful aid at this point as it helps treat nausea and on the other side also makes you feel fresh and hydrated.

Ginger tea is the best tea for putting nausea away.

5. Lessens Cough:

As tea is hot, it cures cough and common cold not only in adults but also among children. Be it a bad throat or a bad cough; tea is a common solution to both the problems.

Slippery elm tea or marshmallow tea are best teas given to children suffering from a cough. In case your child also has nasal congestion, prefer serving them coltsfoot or peppermint tea.

6. Treats Colic:

Severe pain in the stomach area could be due to a condition known as colic and is very common among children. Serving lukewarm tea is a good solution for treating colic in children and the best teas for treating colic include peppermint tea and chamomile tea.

When Should You Start Giving Tea To Your Child?

To be clear, you should avoid offering tea to your kids as it contains caffeine and may also turn into addiction at a later stage in their life. The sugar present in the tea may also prove to be harmful to children. But tea also carries along with it certain benefits, giving tea to your children on an occasional basis is not an issue. Children aged 4-10 should only be served herbal tea as it contains not caffeine whereas children aged 12-13 can be served with black tea, green tea or even the normal milk tea.

Herbal Teas That are Safe for Kids

There exist a great variety of herbal teas that are good for kids, some of which include:

1. Fennel Tea:

Fennel is considered to be a safe ingredient for children which provide several benefits such as relief from colic, mitigates

respiratory issues, contains antioxidants and also treats digestion problems in kids.

Method of Preparing:

Put a spoonful of fennel seeds into water and boil them for about 10-15 minutes. Once the water gets boiled and its colour changes completely, filter the seeds and let the tea cool before serving it to your little one.

2. Cardamom Tea:

Cardamom has been a basic ingredient of tea since ages. Not only it provides good flavour, but it also has a lot of

benefits, especially for children. Cardamom tea helps in overcoming digestion problems, lowers stomach pain, reliefs a

headache and also decreases phlegm and cough.

Method of Preparing:

Cardamom powder is available in the market, you can directly put some in tea, or you can also take them out from their parent seed and pour the seeds into the tea. Boil them nicely in your tea for better benefits and flavour.

3. Ginger Tea:



Ginger tea is the best for children as it helps in providing relief from digestive problems, treats gastric

ulcers, helps keep cold and cough at bay, helps treat nausea and also helps in treating motion sickness.

Method of Preparing:

Take a small piece of ginger and grind it thoroughly. Put the minced ginger in the water and let it boil. Once you boil it for 5-7 minutes, add lemon juice and a spoonful of honey. Let the tea cool before you serve it to your kid.

4. Chamomile Tea:

Chamomile tea also carries along



with a number of health benefits as it helps in relieving stomach ache,

treating digestion problems, treating gastric problems, insomnia, common cold and diaper caused rashes as well.

Method of Preparing:

Boil 1 cup water with 2 teaspoons of chamomile flowers in it. Boil the mixture for about 10 minutes while you keep the lid closed. Serve the boiled mixture to your kid once it cools down.

5. Mullein Tea:

Mullein tea helps relieve a cough,



treats pneumonia colic, diarrhoea, fever, common cold and

even bronchitis.

Method of Preparing:

Boil water with one spoonful of mullein in it for about 10 minutes. Filter out the leaves and serve the tea to your kid once the tea gets cool.

Courtesy- Mahak Arora



Health Benefits of Tea for Children



Drinking tea may not be usual practise for many children, but the good news is it's not going to harm your children if they do enjoy it every now and then.



A new review on caffeinated drinks in children by independent public health nutritionist and dietician, Dr. Carrie Ruxton has concluded that upto two cups of tea daily may be safely consumed by younger children, while older school aged children can consume upto three cups of tea.

Commenting on the review, Dr. Catherine Hood and mum of two from the Tea Advisory Panel (TAP) notes: "Increased availability of caffeinated 'energy' drinks raises questions about the level of caffeine that is appropriate for children of different ages. In adults, moderate caffeine consumption has well established benefits including improvements in physical endurance, cognitive function, including alertness and vigilance with a reduced perception of fatigue.

"However, the effects of caffeine on the behaviour and physiology of children is not so well understood. In this latest systematic review, Dr.Ruxton set out to evaluate the evidence from randomised controlled trials investigating the effect of caffeine on behaviour, cognition, mood, exercise performance and hydration in children.

This systematic review evaluated six randomised controlled trials (RCTs) which looked at the effects of caffeine on cognition, behaviour and mood in children. Overall these studies suggested that caffeine improved mental performance in terms of attention.

A total of 13 observational studies were also evaluated in the review as well as official guidance on caffeine consumption from several countries. Taken together the studies provided evidence that when consumed in moderation caffeine is unlikely to cause harmful effects.





“The review advises that caffeine intake should be restricted to 2.5 mg/kg body weight per day for children 4 years and above to maximise the potential cognitive benefits and minimise risk in relation to behaviour and sleeping patterns. This equates to up to 2 cups of tea for younger children or 2-3 cups of tea for older school age children.”

Also commenting on the study, Dr. Tim Bond from the Tea Advisory Panel (TAP) adds: “Of particular to note in Dr. Ruxton’s review are some of the studies regarding the health benefits of caffeine. In one randomised crossover study, 21 children took part in a baseline study and then received 2.5 mg/kg, 5.0 mg/kg caffeine or a placebo. Attention, dexterity and memory tests showed that caffeine improved performance on attention and motor task tests and children felt less sluggish.

“Another study providing children with up to 145 mg caffeine/day for 13 days showed that discontinuation of caffeine led to significant reductions in reaction times for tasks that required sustained attention.”

In summary, Dr. Bond adds: “Tea is an example of a drink providing excellent hydration for children. Tea makes a tiny contribution to caffeine intakes compared with some caffeinated soft drinks but when consumed in moderation is likely to bring benefits associated with mood and cognition without affecting behaviour. When consumed with milk but without sugar, tea also contributes to calcium and flavonoid intakes which has got to be great news for children.”

The chart below show typical caffeine content in popular beverages. Drink sizes are in fluid ounces (oz.) and millilitres (mL). Caffeine is shown in milligrams (mg).

Coffee drinks	Size in oz. (mL)	Caffeine (mg)
Brewed	8 (237)	95-165
Brewed, decaf	8 (237)	2-5
Espresso	1 (30)	47-64
Instant	8 (237)	63
Teas	Size in oz. (mL)	Caffeine (mg)
Brewed black	8 (237)	25-48
Brewed black, decaf	8 (237)	2-5
Brewed green	8 (237)	25-29
Ready-to-drink, bottled	8 (237)	5-40
Sodas	Size in oz. (mL)	Caffeine (mg)
Cola	8 (237)	24-46
Energy drinks	Size in oz. (mL)	Caffeine (mg)
Energy drink	8 (237)	27-164
Energy shot	1 (30)	40-100

Courtesy- Taryn Davies

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by **Harki Sidhu**
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Mechanical Harvesting

Tea Industry:

In 2008 in a presentation to the Tea Industry I put up two slides which stated the following:-

- Labour shortage:
 - a. BIG issue becoming Bigger & Bigger every year
 - b. It will continue to plague us, until we decide to do something radically different to mitigate problem
- The Industry needs to recognize
- the extent of this problem,
- the loss it is causing to crop & quality
- address it by looking at the 'current-best-option' – Mechanical Harvesting
- Industry must realize necessity of harvesting & demand R & D work on it
- Till then we depend on work of some individuals & progressive companies

More than a decade has passed and the problem has become much bigger than I predicted and it is posing huge problems to the sustainability of the industry, not only in India but also in Sri Lanka and many other producing countries.

In Sri Lanka the Asian Development Bank has committed to fund the rehabilitation and development of the tea sector of the plantation industry. The tea sector is badly in need of capital to replace aging tea bushes with new and vibrant cultivars in order to increase their annual production to around 400+ million kg (i.e. a 33% increase). Sri Lanka considers Ceylon Tea as 'the Champaign of teas' that attract a premium in the world market & have a growing demand. This quality is under threat and there is a decline in total tea production. To overcome this there are certain roadblock that need to be removed:

	Challenges	Description	Solution
1	Workers shortage	Shortage of workers willing to work in the tea industry	Mechanical Harvesting (& Mechanisation)
2	Quality of teas	Long leaf because of pluckers shortage	Mechanical Harvesting
3	Crop decline	Replanting & Infilling of healthy sections – where there are no primary root diseases and the vacancy % is less that 20%.	1. 2% replanting is necessary. 2. Infilling of areas having less than 20% vacancies
4	Irrigation requirement	Irrigation in areas like the Uva District which has been experiencing prolonged droughts.	Drip irrigation

ADB concluded that the only option, for this turnaround for the Sri Lankan Tea Industry is Mechanical Harvesting (& Mechanization). The ADB has also considered the shortage of workers on both Estates and in the Tea Small Holder sector and have undertaken to develop a scheme that will provide motorized plucking machines, pruning machines and other motorized devices that will eliminate the need for the heavy dependence on labour.

Mechanical Harvesters – would be the best to address this problem, provided the technicians are trained on the proper techniques of using these machines. This would provide-

- i. Better & Consistent quality of leaf
- ii. Reduced Cost,
- iii. Increased crop.
- iv. Automation and upgradation of factories.
 - MH is the answer for the Tea Small Holders (TSH), in India Small Tea Growers (STGs).
 - STGs are often criticised for their long leaf that ruins quality.
 - With MH they can improve their quality, their crop, reduce their costs and save the ever increasing pressure of non-availability of workers.
 - All so called problems with Mechanical Harvesting have innovative solutions.

A Marketer's Outlook

If we look at total production of tea in India of last decade the overall production is rising. Anyone who wants to express opinion over rise of quality tea production in India, one has to see statistics showing rise in production of shown standard of quality. There are mainly two sectors - established sector consisting of big tea gardens run by MNC and Corporates and other sector covering Small Tea Growers and Bought Leaf Factory. The former is equipped with very hi-tech machineries while other sector is deprived of hi-tech machines and lacking highly skilled garden managers knowing techniques of tea production. Please refer Annexure-I, showing rise of production in both the sectors. I strongly solicit to uplift the quality level of Indian Tea, otherwise you can make out from Annexure-3 attached, there will be floods of common variety of teas, which will disappoint consumers when they drink ready tea prepared from such teas! A superb cup of tea having good taste, strength, aroma and an eye pleasing natural bright colour; acts like a missile which blasts of gloominess and worries of consumer. It ignites, inspires and generates Will in that person to pursue challenge lying before him.

If we look at other side, coffee as either the quality produced by the coffee growers more satisfying or branded marketers aggressive marketing strategy. The efforts put by Coffee Café Day, Barista, Starbuck, etc. are very noticeable not only in India but overseas countries Starbucks is leading and very much noticeable. Cappuccino 100 gm is sold @ Rs.150/- Approx. (Rs.1500/- Kg) while branded tea packed with good variety CTC is available to the consumers at Rs.500/- kg.



By Piyushbhai Desai
Chairman,
Wagh Bakri Tea Group



Annexure A1

PER KG RISE IN POPULAR PACKET TEA BRANDS IN INDIA IN FROM YEAR TO YEAR FROM 2007 TO 2017

SR NO	LEVEL	BRAND	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
1	1	TAJ	260	310	335	355	392	400	460	460	488	512	512
2		MAHAL(HUL)											
3		TATA GOLD	212	264	272	312	332	352	408	416	432	432	432
3		WAGH BAKRI	224	240	280	296	332	348	376	400	400	412	440
4	2	TATA PREMIUM	208	260	296	296	320	340	380	408	408	408	408
5		RED LABEL(HUL)	216	286	289	294	322	339	388	380	400	400	420
6		MILI	132	168	200	220	220	260	292	312	312	316	360
7	3	TATA AGANI	120	140	150	180	184	200	236	228	232	232	232
8		NAVCHETAN	150	N/A	180	180	180	188	220	240	240	240	240

Article for TEA TIME by Sh. Piyush O. Desai

Coming back to the buyer-seller relations between tea producers and owners of branded packs there is chicken and egg story. What should be implemented first – improved good quality or rewarding high price. Efforts have already been made offering helping hands to the producers to ensure improvement in quality and tea producers getting good prices. So it has started showing result but an atmosphere and ambience of trust is generated by common friend “the broker”. If this broker inspires producers to get lift of quality and standard of tea, and simultaneously inspire the buyers to pay higher price, then good quality tea will not lose ground against coffee at market place.

It is very appreciable that one more effort is made by the Ministry of Commerce forming a committee consisting of all stakeholders to help out tea industry. Let us hope that this committee will do justice and will bring appreciable results.

We hope that these corporates engaged in tea producing presence in tea intact will bring many tea producers withdraw their diminishing interest from tea industry and entering into other more profitable problem free industries. Nothing less than 10% rise in selling price be made available to tea producers and an MRP of Rs.800/- per kg for branded tea packets by 2025. (See rise in MRP of Branded Tea).

Annexure A

PER KG RISE IN POPULAR PACKET TEA BRANDS IN INDIA IN 10 YEARS FROM YEAR 2007 TO 2017 AND PROJECTION

SR. NO.	LEVEL	BRAND	PRICE (Rs. Per Kg.)		
			2007	2017	2027 (Projected)
1	1	TAJ MAHAL (HUL)	260	512	1008
	1	TATA GOLD	212	432	880
	1	WAGH BAKRI LEAF	224	440	864
2	2	TATA PREMIUM	208	408	800
	2	RED LABEL (HUL)	216	420	817
	2	MILI (WB)	182	360	712
3	3	TATA AGANI	120	232	449
	3	NAVCHETAN (WB)	150	240	384

Observations from above table

Rise in MRP over DECADE

- 1) MRP of Taj Mahal rose from Rs. 260/- in the year 2007 to Rs. 512/- in the year 2017.
- 2) If the same rate of growth continues then it will be Rs.1008/- in the year 2027.

Annexure B3

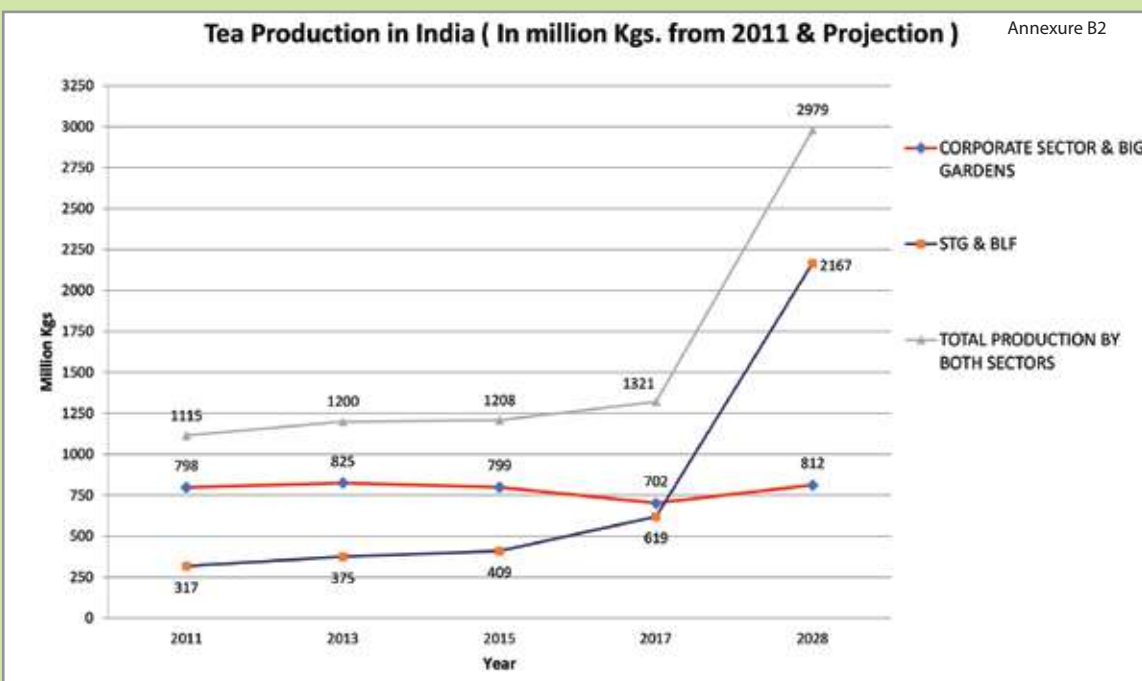
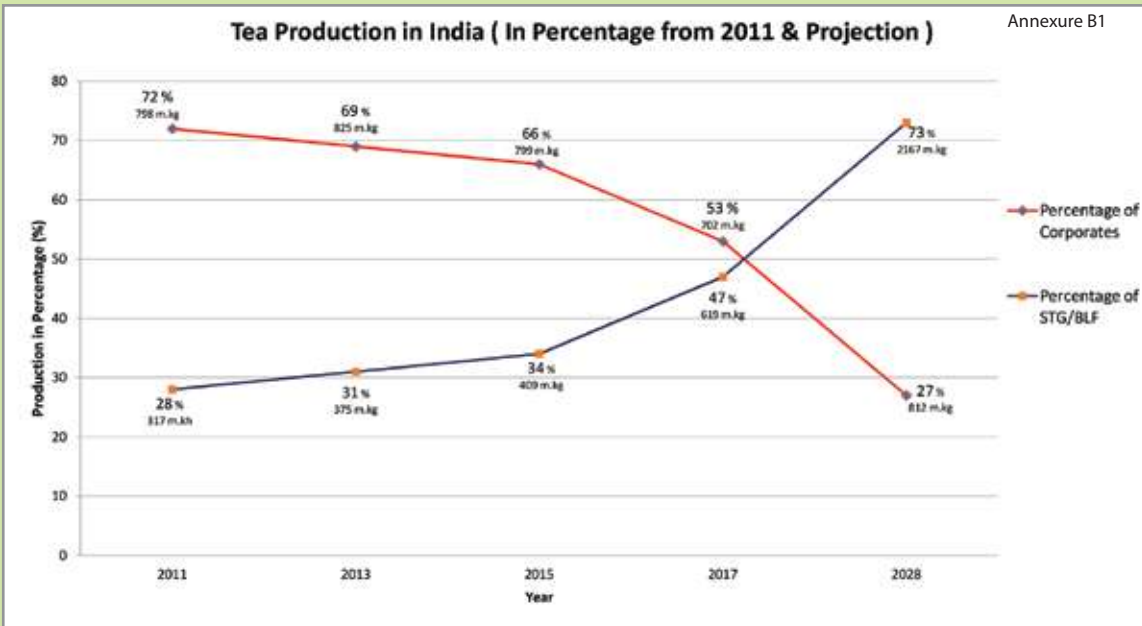
TEA PRODUCTION IN INDIA (IN MILLION KGS.) FROM 2011 & PROJECTION

PRODUCED BY WHICH SECTOR	YEAR							PROJECTED	
	2011	2012	2013	2014	2015	2016	2017	2023	2028
CORPORATE SECTOR & BIG GARDENS	798	763	825	809	799	826	702	773	812
Percentage of Corporates	72%	68%	69%	67%	66%	65%	53%	38%	27%
SMALL TEA GROWERS & BOUGHT LEAF FACTORIES	317	363	375	398	409	440	619	1238	2167
Percentage of STG/BLF	28%	32%	31%	33%	34%	35%	47%	62%	73%
TOTAL PRODUCTION BY BOTH SECTORS	1115	1126	1200	1207	1208	1266	1321	2011	2979

SOURCE : TEA BOARD OF INDIA

Projected figures are based on estimation.

It is disheartening to note that tea producers' two groups owning more than 10 tea gardens have started selling off their tea gardens in bunch one after another, which really demotivate others who are striving hard for sustaining in the industry by making ends to needs by taking help of research and technology they could have resorted producing innovative tea packs! They could have sustained with bright hope of good days ahead! I know it is very difficult in assuring consistently quality standards of their produce in their tea gardens. Yet, if those few being the pillars of Tea Industry could set an example that a tea producers can be benefited after pursuing goal of lifting quality standards of Tea!



OBSERVATIONS FROM GRAPHS :

Annexure B2

(i) Tea Production in India in Percentage & (ii) Tea Production in Million Kgs.

Observations from aforesaid Graphs is that in 2011, the established gardens produced 798 Mn.kgs out of 1115 Mn.kgs of total production which works out to 72% of total production. This is reduced to 53% of total production i.e. 702 Mn.kgs out of 1321 Mn.Kgs of total production in the year 2017 and it is projected that it will be further reduced to 27% in 2028 i.e. 812 Mn.kgs out of total production of 2979 Mn.kgs while the Small Tea Garden and Bought Leaf (STG – BT) rose from 28% i.e. 317 Mn.kgs out of total production of 1115 Mn.kgs in the year 2011 to 47% i.e. 619 Mn.kgs out of 1321 Mn.Kgs of total production in the year 2017 and it is projected that it will further rise to 73% in 2028 i.e. 2167 Mn.kgs out of total production of 2979 Mn.kgs.

So, if very effective strategy is not framed by the authorities then after a decade we will see flood of common varieties of tea which will rule over in national market and partly in international markets too.

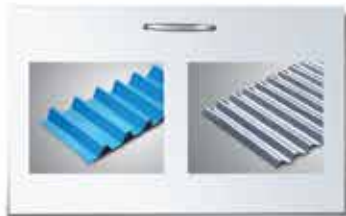


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Innovation of low cost Staple less teabag solution



By **Sachin Verma**
Sr Vice President
- Marketing
JV Gokal & Co. Pvt Ltd.

The staple is a natural target of focus in this context. It is after all a strange way to package an agricultural product whose primary claims are healthiness, freshness, organic/natural purity and the like. Why should it be served with a piece of metal embedded in it? Yes, the risk is very low for a single bag but multiply that by the three billion cups of tea consumed daily across the globe and maybe it's not so trivial. In the U.S. and Europe, there are many consumers who query on online services about the safety of the staple in making tea in a microwave. The Food Safety and Standards Authority of India (FSSAI) has deemed the use of stapler pins in tea bag a serious health hazard. The FSSAI's main concern is that the staple can be accidentally ingested, through its becoming loose, a torn bag or other risks of being "consumed inadvertently." It refers to "several" cases of severe health damage and the frequent complaints it receives about the staples. They are mostly made of galvanized iron and zinc that may be soluble in water. Metallic dust on them may be ingested and cause pulmonary harm. The staple impedes recycling and composting. If ingested, the metallic staple pins may lead to injuries in the gums or internal bleeding and other resultant health complications.



FSSAI banned the use of stapler pins in tea bags effective January 1, 2018 but on the representation of the tea industry gave them extension of 18 months to migrate to staple fewer formats in teabags. FSSAI finally Bans Use of Staple Pins In Tea Bags From June 30, 2019; The teabag manufacturing industry in India gained a delay on the grounds of the cost and time needed to replace old machines, all of which must be imported. Taking a stand on the issue, FSSAI has asked the teabag manufacturers to halt the manufacture, storage, distribution and sale of tea bags containing staple pins by the notified deadline. On case to case basis FSSAI now onwards will give time bound extension to the teabag packeters subject to submission of a concrete plan from them on the installation of staple less teabag machines or the staple less conversion kits on their existing teabag machines.

India has been in the forefront globally to ban staples pins in teabags. This is a good move and takes Indian companies towards adopting international standards. Staple pins are a potential health hazard and are avoided in most advanced countries. In response to the notification in India, many tea companies had also raised the issue of high costs of producing staple-less tea bags. These companies had cited the costs involved in switching to staple-less packing machines which too some extent is true but here to a large extent.

India has been in the forefront globally to ban staples pins in teabags. This is a good move and takes Indian companies towards adopting international standards.



the staple less solution on Constanta teabag machine came from a master of Constanta machines in Sri Lanka – Mr. Rohan De Lanerolle, whose four years of hard work has resulted in the low cost innovation which is a revolutionary step in the world to teabag machines & has created a buzz in the teabag industry of India & Sri Lanka. On 9th April 2019 in a large gathering of tea fraternity from Sri Lanka & India this conversion kit was officially launched & this innovation was highly appreciated by Prime minister & the former President of Sri Lanka. The landed price of a entry level staple less teabag machine from Germany & Italy costs minimum Rs 30 million in India which is not possible for all teabag packers as the payback period of 12 to 15 years for a new machine is too long to recover their investments. Here these low cost conversion kits play a vital role in terms of their affordability, which is just Rs 4 million per kit. More Information on this conversion kit can be browsed through in the link: <http://staplelessteabag.com>

In this change of public perception, this low cost innovation in the near future shall make staple less teabag more affordable for the consumers.



This innovation would serve the global teabag Industry specially the teabag packers who use the Constanta teabag machines from Germany. There are over 1800 Constanta teabag machines globally, mainly in countries like India, Sri Lanka, Iran, Egypt, China, Japan, Russia, Indonesia, GCC, UAE etc. Out of these around 1000 machines are only currently operational. This low cost innovation would result in at least 25% of the Constanta machines globally to migrate to staple less teabags as in last few years the preference for staple less teabags in Europe & US has grown drastically. Even in China the major brands like Lipton, Twinning have migrated to staple less teabags. In India & Sri Lanka itself there are over 350 Constanta teabag machines & a good part of them can avail benefits of this innovation. In this change of public perception, this low cost innovation in the near future shall make staple less teabag more affordable for the consumers.

Sarat Tea Estate



A report from Tea Time Siliguri Bureau.

Sarat Tea Garden is located at North Dinajpur. The promoter of the garden, Mr. Dhananjay Choudhury, was a civil contractor in and around Islampur area, and he conceived the idea of planting a new tea garden in the early eighties.

His close association with a few tea planter- friends gave him the encouragement to go for this huge project. In 1986, Mr. Choudhury got down to fulfilling his ambition and dream.

Initially, tea clones were bought from Tangla & Johrat. Soon, a nursery was setup consisting about 4 Lakh plants. Saplings for shade trees were procured mostly from Hyderabad. The drainage and other field preparation work were carried out with the help of a surveyor.

Mr. Choudhury's relentless hard work, spending almost every day, from 8 am to 6 pm on the fields, irrespective of the various weather conditions, ensured that the plantation work was executed with utmost care and which left no scope for any deficiency.

The making of the garden was not a smooth run either. In one incident, the nursery was set on fire by some miscreants. And on many occasions tea bushes were damaged by some ill-minded locals.

These incidents did not deter Sarat from progressing and growing, till the plantation was complete to become one of the best gardens in the region. The green leaf was being sold to a neighboring garden till Sarat built its own factory.

In 1998, the construction of factory was started and by 2000 it was completed and ready to set new records on price levels. Mr. Choudhury had visited a few factories to gather up the concept of tea manufacture and planned his factory accordingly and also took advice from an expert in this field.

During the first year of production, the Mark ranked 41 in the price batting order. However, it climbed to the No. 1 spot during the following year, and then onwards have been in the top slots ever since.

Mr. Choudhury's son, Mr. Pratip Choudhury has also been looking after and running the garden for quite a number of years.

In 2012 on 6th April the garden was severely hit by hail storm, and almost the entire area was damaged, the destruction was to that extent that a large part of the garden had to be uprooted, (almost 40%).

The management, with all its strength and will power, got the garden partially back on track by September that year, and started manufacturing tea normally.

At present, Sarat has 500 acres under tea with a work force of 600 heads and a production of around 7 lakh kgs CTC tea annually.

It is sheer mindset and endless effort that has made SARAT a leading tea brand of the Industry by fighting all odds and SARAT is confined to make best of the teas for many years to come.



A glass of tea in Turkey

Dr Kallol K Dey is a consultant Neurologist with varied interests outside medicine including photography, cooking and tea. He loves to drink tea in the middle of his work. His blog can be found at www.facebook.com/cmristroke

By Dr K K Dey

“Caysiz sohbet, aysiz gok yuzu gibidir”

(Conversations without tea are like a night sky without the moon)

-Folk saying from Sivas, Turkey



Life in Turkey is laced with tea- deep red and hot. In Turkey the day begins with a red glass of Turkish tea. The glass is a thin waisted hour glass and the jingling sound of stirring a sugar cube is part of the tea drinking. Turks drink tea all the time, be in office or at home or when relaxing by the Bosphorus or meeting friends. As someone has said Turks drink it 'as red as the Turkish flag, as hot as the Turkish sun and as sweet as Turkish delight.'

Turkey is the fifth biggest producer of the tea. It is grown mainly in the Eastern Black Sea region. The climate there is mild and unique which can be compared only with that of Darjeeling in lower Himalays. Another feature of this region is snow in winter which gives natural protection against pests and successful harvests without any pesticide. Turkish tea is a very aromatic tea harvested three times a year.

All tea is produced from the same plant, *Camellia Sinensis*; it is the amount of fermentation that determines whether the tea turns out to be black, oolong (semi-fermented) or green (unfermented). A unique feature of Turkish tea is that no chemical substances or additives are used in the production process.

How can you make authentic Turkish tea?

1 Turkish tea is made with a teapot and a kettle especially designed to be stacked one on top of the other. The kettle is for boiling water and the teapot for brewing a very strong tea.

2 Turkish tea spoon is a small spoon and the Turkish tea glass is an hour glass. A rule of thumb is one and half Turkish teaspoonful of Turkish tea leaves for each glass to be served. Put the tea leaves in the pot.

- 3 Boil the water in the kettle.
- 4 Pour in approximately half the glasses of water to be served on the leaves in the tea pot.
- 5 The teapot will be brewed for 15 minutes on top of the kettle on medium heat
- 6 Half the Turkish hourglass will be filled with the strong brew from the teapot through the tea strainer and the half with hot water from the kettle.

Serving the tea:

Deep red tea is served in the 'thin waisted' hour glasses on a Turkish plate ,a sugar cube and a Turkish tea spoon.

What goes best with Turkish tea?

- Turkish bagel with cheese
- Some have it with Turkish delights
- Cheese and toast
- Dry raisins

Some quickfacts:

- Turks are the biggest tea drinkers in the world with 245 million glasses of tea per day.
- 19 out of 20 Turks drink tea anytime from morning till night everyday
- Turks drink tea everywhere- office, school, home
- Turks like it hot : Turkish tea served is very hot, almost boiling
- 17 out of 20 Turks drink it with sugar
- Turks like it jingling: the jingling sound of stirring is a part of tea drinking
- Turks like it red: no lemon and no milk
- Turks like to blend: they like to make their own blend by mixing teas.

Hope you have enjoyed the Turkish tea. Please do let us know if you have any questions by dropping us an email. Stay tuned and keep drinking the tea.

Four developments which redefined Tea this winter



By **P S SUNDAR**



The Avataa 'Rose Petal Tea' in Valentine's Day gift pack.



Pooja Singh Yohan, current 'Mrs Nilgiris' titleholder, launching rose petal tea as Valentine's Day gift pack.



Four significant developments utilising the winter characteristics of tea redefined the tea profile in the South this winter.

For the second consecutive year, Glendale Estate near Coonoor brought laurels to the tea industry in The Nilgiris and the country as a whole by winning the coveted 'Silver Medal' in the Global Tea Championship (GTC).

In the GTC 2019 edition held as 'Fall Hot Loose Leaf' contest at The World Tea Media, Penton, Colorado in the USA, the 'Glendale Twirl' tea got recognition in the 'unique open' category passing through rigorous evaluation including on technical aspects by the international jury.

"The 'Glendale Twirl' is made from the tender buds that are handpicked very early in the morning but handled like delicate flowers. The tea is manufactured when the weather is very cold and dry. When the leaf reaches optimum wither, the leaf is carefully and very slowly 'twisted' in a special tea roller and hence the name "TWIRL". The oxidation of the twisted leaf is very critical. Only during this process, the tea leaf develops the sweet aroma and the yellowish liquor colour", K Gopal Krishnan, Director, Glenworth Estate Ltd., which owns Glendale Estate, told me.

"This award-winning tea has wiry, well twisted, blackish brown but visibly green leaf. An earthy and sweet floral aroma emanates from the dry leaf. The infused leaf of this tea is bright, greenish yellow with winter green aroma", he explained.

"Its liquor is bright golden yellow with hints of red at the edges of the cup. It is a light liquoring tea, sweet and flowery with spicy notes and irresistible winter green taste. The captivating floral aroma coming through the cup takes the tea connoisseur to a Heavenly bliss!", Gopal Krishnan noted.

The judges summed up this exquisiteness as 'Really good tea. Wet leaves smelled wonderful'.

This award-winning tea has wiry, well twisted, blackish brown but visibly green leaf. An earthy and sweet floral aroma emanates from the dry leaf.



The award-winning 'Glendale Twirl' tea liquor.



Tea-Mixology-2

They also noted that the dry leaf is well made, wiry and looks great. They judged the liquor as 'clear and bright'. They described the liquor aroma as 'beautiful'. On overall harmony, they commented 'well balanced'.

"By our winning this 'Silver Medal', we will be showcased in the 'Buyers Guide 2019' which is distributed digitally worldwide. Besides, we get an opportunity to showcase this award winning tea at the Winners' Tasting Circle in The World Tea Expo", Gopal Krishnan said.

He said that interestingly, many Indian buyers are showing interest to pick up this tea at around Rs 5,000 per kg. Exporters are keenly picking up this grade for their overseas buyers.

The second development comes in the form of 'Tea Mixology'.

The French and Swiss are proud of their wine; the Scottish are proud of their Scotch Whiskey but are the Indians proud of their teas?

"We should be; that's why surrounded by among the finest tea estates of the country in The Nilgiris, we have come out with a variety of 'Tea Mixology' at Taj Savoy Hotel, Ooty", Savoy General Manager, Ritesh Choudhary told me. This is the latest development at Taj Savoy Hotel in Ooty and hence The Nilgiris tea sector.

"Mixology is a colourful combination of exceptional taste, creative energy and suave flair of mixing different ingredients to produce harmony on the palate. Add tea, with its limitless variety, to the equation and it takes this craft to a different level altogether", he said.

"When tea is mixed with other drinks, it is the art of respectfully combining nature's most indulgent

beverage, with other ingredients to produce tea inspired cocktail and mocktail", he explained.

Recalling the study Savoy did before arriving at the new products, Ritesh said, "For this to be accomplished, our Mixologist at Savoy understood the influence of area, soil, moisture, wind conditions, sunshine and temperature which define the character of Nilgiris Tea as the nature intended it to be. We then experimented with the distinct flavours of tea, harmonise it well with selection of corresponding liquor and other ingredients".

Interestingly, he picked up the suitable varieties among the best quality teas grown and manufactured in The Nilgiris. "That is because the tea bush from whose tender buds tea is handpicked when making quality tea, produces a spectrum of taste, flavour, strength, colour, aroma and texture. This infinite variety is at the heart of indulgence in tea and is craft", he noted.

"In our effort create the Tea Mixology, our Food and Beverage leaders – Om Prakash, Dhannjay Yadav and Akshay – as also the Tea Sommelier of Glendale Estate near Coonoor Veena Chordia worked closely. Their effort has resulted in the perfect balance of taste and flavours of innovative tea mixes", he disclosed.

The cocktails developed with Tea at Savoy are Green Tea Majito with green tea, Chai Sour with black tea, Blue Mountain Toddy with black tea, Nilgiri Tea Shower with black tea, White Margarita with white tea and Masala Vodka Tea with masala tea.

The famous mocktail drinks with tea there are Canterbury orange Tea with masala tea, muddled,

SOUTH INDIA COLUMN

orange orange juice and lime juice; likewise, Savoy Apple Tea with black tea, apple juice, mint leave and lime chunks.

The third development happened to celebrate events. For this year's Valentine's Day, an innovative gift with high-grown premium tea from The Nilgiris was launched at Billimalai Estate, 10 kilometres from Coonoor.

Pooja Singh Yohan, the current titleholder of 'Mrs Nilgiris' and G Udayakumar, Director of Avataa Beverages, launched this innovative product called 'Rose Petal Tea'.

Udayakumar honoured Pooja by gifting her 'Valentine's Day Gift Box'.

"This tea makes this year's Valentine's Day special because high-quality loose tea leaves are blended with natural Rose petals. The rose tea is a healthy, tasty, fragrant, romantic beverage", Udayakumar told me.

Such initiatives are also in line with the thrust on innovation laid at the 23rd Session of FAO Inter-Governmental Group on Tea held in China. "Almost exclusively, market promotion in producing countries was based on the health benefits of tea consumption. Tea health benefits are leading the product's immersion into emerging markets. Research efforts towards empirically supported evidences for health implications should be strengthened", the meet had observed.

"Along with this, we are gifting homemade almond chocolates. The tea and the chocolates are packed in a specially crafted red wooden box decorated tastefully with flowers, love birds, beads and bouquet", Udayakumar said.

More importantly, e-trade has caught up. "We can send tea to any address given to us on www.avataatea.com or on phone: 9940030156", he explained.

"I am excited to launch this romantic gift of 'Rose Petal Tea' from Avataa Beverages for this year's Valentine's Day. Avataa teas hold all-time high price records at auctions. So, gifting them would mean expressing inexplicable love and value to your partner", said Pooja Singh Yohan.

"Besides, this is an unusual way of expressing love. Teas grown in high altitude are premium. I am launching this at Billimalai Estate at 6,400 feet above sea level. When such a tea is gifted, the altitude of love gets transferred



The award-winning 'Glendale Twirl' tea leaf.



The award-winning 'Glendale Twirl' tea leaf infusion.

with it", she noted. "Tea Board is working on generic promotion of tea and particularly, the speciality teas from The Nilgiris. These are niche products fit as apt gifts for various occasions because they add value when gifted and simultaneously help the premium teas earn their due share in the market", Tea Board Executive Director C Paulrasu told me.

"In that context, we also welcome the initiative to deliver teas through the electronic platform in line with Government of India's policy for digitalisation in trade", he said.

In the past, Tea Board had distributed Avataa teas at Olympics.

The fourth development relates to frost which made news in the tea fields in the last quarter. It was a prolonged winter in the South with parts of the tea fields in The Nilgiris, Valparai in Coimbatore district and Munnar in Kerala suffering intense frost attack. In the Nilgiris alone, about 586 hectares of the tea field have suffered frost attack, nearly half of them quite severely.

The winter conditions have also augmented the market realisations for speciality teas. “The warm days and cool nights are resulting in low crop but of high quality”, G Udayakumar, Director, Avataa Beverages, manufacturing speciality teas at Billimalai Estate, said.



Frost affected teas in Korakundah Tea Estate about 8,000 feet above sea level in The Nilgiris.

And, Korakundah Tea Estate located at around 8,000 feet above sea level in The Nilgiris posted a minimum temperature of, hold your breath, Minus 8.8 degrees Celsius!

“Every year, during peak winter, we record close to Minus seven degrees Celsius, but this year, it has fallen further. We are experiencing late but very severe frost now”, D Hegde, Director, The United Nilgiri Tea Estates Co Ltd (UNITEA) which owns Korakundah Estate, told me.

“Because the day temperature is around 22 degrees Celsius and there is no chill wind, instead the wind is still, it does not snow in the Tropics and the Western Ghats. But, the frost has now hit about 40 per cent of our tea area”, said Rajesh Thomas, Manager of Korakundah Estate.

Nevertheless, the fact remains that the high-grown orthodox Nilgiri winter tea is a premium product in the market. “The quality of our teas has risen significantly, thanks to the winter influence on them. The Japanese are keenly interested in procuring these top quality winter teas at premium prices”, Hegde disclosed.

The winter conditions have also augmented the market realisations for speciality teas. “The warm days and cool nights are resulting in low crop but of high quality”, G Udayakumar, Director, Avataa Beverages, manufacturing speciality teas at Billimalai Estate, said.

“The winter conditions have increased the inherent characteristics of tea and hence enhanced the flavour. We are plucking the single leaf and two leaf buds in tender form early morning from our earmarked bushes for manufacturing speciality teas”, he disclosed.

“We have good demand for our Twirl green, Virgin green, Oolong, Long Ding, White Tea and Silver Needles manufactured with these winter green leaves. They are fetching around Rs 5,000 per kg”, Avataa Speciality Tea Production Specialist ENR Vejayashekara added.



Frost affected teas in Korakundah Tea Estate about 8,000 feet above sea level in The Nilgiris.



Tea Mixology drinks at Taj Savoy Hotel, Ooty.

Tea Industry – Present and the Future



Vivek Goenka
President, Warren Tea Limited

The potential of the small grower sector is immense since the low cost paradigm can translate to prospects for competitive exports for the nation as envisaged in the Agri Export Policy released by the Government of India recently.

Introduction

Indian Tea has over the years, acquired an exalted status in the industrial landscape of the nation. The country is the second largest tea producer in the world. Interestingly, India is also the world's largest consumer of black tea with the domestic market consuming 1059 million kg of tea in 2017. India is ranked fourth in terms of tea exports, which reached 252 million kg in 2017. The production of tea in India has grown from 278 million kgs in 1950 to 1322 million kg in 2017. The tea sector is also a significant foreign exchange earner with an inflow of Rs 4,987 crore (2017).

The tea industry provides employment to more than 1.2 million workers, 50% of whom are women. The plantation sector is governed by the Plantations Labour Act, 1951 which mandates the employers to provide amenities like housing, sanitation, medical facilities, education, crèche facilities etc for the benefit of the workers and his/her family. By implication this in itself is a dynamic cost head as family includes the spouse, children and dependent parents as well. The industry thus supports a large population comprising of workers, dependents and non-workers who reside in a tea estate. The number of non-workers living in a tea estate has grown substantially over the years putting enormous pressure on the resources of the estates.

The conventional model of the tea plantation sector comprised of large and medium sized companies having tea lands and indigenous factory to

manufacture teas. Over the last decade, the industry structure has undergone a paradigm shift with the emergence of Small Tea Growers (STG) and Bought Leaf Factories (BLF) who contribute almost 50% of the total Indian tea production. While the small tea grower sector has created employment opportunities for a large population in tea growing areas, the dual cost structure has created an uneven plane for the tea sector. Tea Estates registered under the Plantations Labour Act with a resident work force incur higher cost overheads due to social welfare obligations as compared to stand alone Bought Leaf Factories where such cost overheads are lower. The low cost advantage of the BLF Sector enables availability of large quantities of tea at lower prices outpricing the teas produced by the organized sector. The high overhead costs coupled with unremunerative prices have resulted in many estates sustaining losses thereby threatening the sustainability of this Sector.

The potential of the small grower sector is immense since the low cost paradigm can translate to prospects for competitive exports for the nation as envisaged in the Agri Export Policy released by the Government of India recently. The Indian Tea Association, in recognition of the bright prospects of the small tea sector towards has inked a Memorandum of Understanding with the STGs for the overall betterment, promotion of ethical standards and importantly the traceability of leaf obtained from the STGs by the bigger tea gardens.



A project initiative titled “Trinitea” has been launched in collaboration with Solidaridad to comprehensively monitor the source of Supply.

A cohesive model which catalyses the viable co-existence of both the Estate and BLF Sector is fundamental to the Tea Sector’s sustainability and growth. An analysis of the price and production parameters is therefore appropriate here.

The year 2018 witnessed a mixed trend in terms of production - good harvest in certain months followed by substantial low output in others. Overall, the estimated production in 2018 is expected to be lower by 20-25 million kg as compared to 2017. The decision of the Tea Board to restrict end season production will reduce the pipeline stock to some extent which may aid in firming up prices in the beginning of the year due to lower stock in the pipeline.

Fair price discovery, however, continues to be a challenge. In a scenario where the cost of production continues to rise against stagnant auction prices, the margins for the producers are on a declining trend. An analysis of the cost of production versus price realization issue has established the fact that the rise in cost of inputs has not been compensated by the corresponding prices our teas have been able to fetch.

CAGR 2008-2017 (ALL INDIA)	
Input Costs	Coal : 13%, Gas : 10%, Fertilizer : 13-15%
Price Growth	5%

As per recent Report published by Crisil, profit margins of domestic tea planters are expected to contract in the coming two financial years due to wage hike, increasing production and muted export realization. The Crisil Research expects profit margins of Indian tea planters to contract 140-170 basis points (bps) in fiscal 2019 and a further 100 bps in fiscal 2020.

It is estimated that the average yearly surplus of 70 – 90 million kgs over the last few years has been a key factor contributing to average auction prices reflecting stagnancy in the last many years. Therefore the strategy for redressal must include amongst others :

- a. Boosting Domestic Consumption**
- b. Increasing Exports**
- c. Regulating Production**

a. Boosting Domestic Consumption

World production of black tea is projected to rise annually by 2.2 percent over the next decade to reach 4.4 million tonnes in 2027, reflecting major output increases in China, Kenya and Sri Lanka. Global output of green tea is foreseen to increase at an even faster rate of 7.5 percent annually to reach 3.6 million tonnes in 2027, largely driven by China.

Although 75 percent of all teas produced globally are locally consumed, there is still an untapped demand potential in producing countries, most of which still have low per capita consumption levels. According to the CRISIL report, tea production in India logged 3.2% CAGR over 2012-2017. However, consumption growth was only 1.7% CAGR.

A number of efforts are underway to tap into the remaining potential of the global tea market. Generic promotion is an important element of these efforts. The basic thrust of generic tea promotion is to expand the overall market demand and foster tea loyalties, while countering competition from other beverages.

A Tea Consumption Study conducted by Tea Board has revealed that the price of tea is inelastic to the demand for tea and hence confirming that consumers would be willing to pay a higher price for a quality cup.

INDUSTRY

Furthermore, there is immense potential in India for newer varieties including RTD, iced teas and so on. It is thus important that as part of promotion, focus should be given on increasing awareness of Quality Tea to educate consumers and generate greater interests for Tea amongst households.

The ITA has engaged in generic promotion campaigns in the last five years to boost domestic consumption through the B2C and the B2Y campaigns. The response has been quite encouraging and it is desirable that all stakeholders like traders, packeters etc come forward and join hands together to take this initiative further. ITA has requested Tea Board to create a dedicated scheme with adequate funds and involve all sections to take it forward. There is a need for product diversification as consumers are demanding more variants. Interestingly, few players are already in this sector meeting consumers need by ways of providing new variants, delivery, preparation, etc. The whole industry however, needs to align itself with the evolving consumer tastes and preferences to preserve its share in the beverage segment.

b. Increasing Exports

The Indian tea basket provides a large variety of teas at varying price points. Certification has been institutionalized in the last few years ensuring for importers a compliant product range aligned to global MRL standards.

Indian Tea Exports in 2017 achieved a record level of 252 mkg emerging as the highest exporter to Russia, Kazakhstan and Iran. Crucial markets of USA, UK, UAE witnessed a significant jump. The year 2018, however, provided a mixed picture with US sanctions on Iran hampering the payment mechanism which emerged as a major issue in the latter half of the year. Hopefully the issue will be redressed and exporters will continue to be strong to this region. In general it appears all India tea exports during 2018 will remain at similar levels of 2017.

We have a Vision to boost exports further and make our teas more competitive globally. The industry is targeting an export volume of 300 million kg with substantial increase in export price levels. It is a known fact that cost of exports is very high in India – high transportation cost, high terminal handling charges, high ocean freight etc. make Indian tea uncompetitive in the international market. The industry needs adequate incentivization to expand its share in the global market. The incentive rate for Merchandise Exports from India Scheme (MEIS) is currently at 5% for teas exported in bulk. ITA has submitted a proposal to the Commerce Ministry where it has identified the key markets of Iran, Iraq, Egypt, China and Russia which has great potential towards boosting India's tea exports. Enhancement of the MEIS incentive rate from 5% to 11% in respect of the above markets would go a long way in boosting our competitiveness vis-à-vis other tea producing countries. However, the MEIS incentive is bound by WTO Regulations and therefore subject to a sunset clause. This could only be a short term solution.



Indian Tea Exports in 2017 achieved a record level of 252 mkg emerging as the highest exporter to Russia, Kazakhstan and Iran. Crucial markets of USA, UK, UAE witnessed a significant jump.

Orthodox Subsidy holds the key to boosting export volumes by another 40-50 million kgs. Global tea production is around 5800 million kg. The size of the global export market is around 1800 million kg and share of Orthodox / Green Tea vis-à-vis CTC Tea in the global export market is 58:42. India's Orthodox production has gradually decreased over the years from 218 mkg in 1961 to around 120 mkg in 2016 which has adversely affected its exports. The decrease in India's orthodox production resulted in a steady decline of India's share in the global market from 38% in 1961 to 14% in 2017 as is evident from the Table below:

Indian Production (M Kg)				Orth % in Total	Exports		
Year	CTC	Orth	Total		India	Global	India's %
1961	121	218	339	64	206	546	38
1971	239	196	435	45	202	668	30
1981	357	204	561	36	241	852	28
1991	604	151	755	20	202	1078	19
2005	849	97	946	10	199	1566	13
2011	991	125	1116	11	215	1761	12
2012	1016	110	1126	10	208	1772	12
2013	1079	121	1200	10	219	1857	12
2014	1108	99	1207	8	207	1823	11
2015	1099	110	1209	9	228	1793	13
2016	1148	119	1267	9	223	1798	12
2017	1192	130	1322	10	252	1791	14

Given the high cost differentials of orthodox production vis-à-vis CTC, the industry has been advocating enhancement of orthodox subsidy from the present levels to encourage producers to venture into orthodox production. Unless, producers are rewarded for taking up this challenge we may lose out the orthodox markets so carefully cultivated over the past two decades.

c. Regulating Production

The unfettered expansion of tea areas is adding to the production base year on year without concurrent increase in consumption and exports. This is an alarming situation not only in India but an emerging global phenomenon threatening the overall viability of the tea sector. The FAO price projections indicate a global price decline in nominal terms of 1.4%, while in real terms, prices would actually decline by an annual average of 3.6% over the next decade. FAO projections further indicate that there is need to maintain the delicate balance between supply and demand to achieve sustainability. An increase in output by 5% for instance could lead to a dramatic decline in prices by 40% over the next 10 years.

Climate Change: A major challenge

The negative impact of climate change is a global concern and climatic adversities have triggered major challenges for the environment friendly Tea Industry. The Report of TRA in FAO IGG confirms reduction of rainfall by 220 mm and rise in temperature by 1.3 degrees Celsius on an average in Upper Assam in the last 30 years. The commercial viability of plantations is under stress owing to floods, droughts, unfamiliar pest attacks and consequent declining yields. Investments on irrigation and pest control have increased in recent years and we need solutions that are affordable and durable. Irrigation measures have to be intensified to counter droughts and pests and on this front the industry would need the support of Central and State Governments. The industry needs the support of the Commerce Ministry in persuading the Ministry of Agriculture to enlarge the purview of existing schemes of the Government on Irrigation and Crop insurance to Tea Industry given that the fortunes of this industry are heavily dependent on weather conditions. There is thus an imperative need for an industry strategic plan to address climate related issues in the short, medium and long term.

Given the above challenges, the need for expeditious action in terms of changes in the policy framework is critical. The interventions are:

- a. An overarching policy for regulating expansion of tea areas.
- b. Modification of the welfare provisions of the Plantations Labour Act enabling State Welfare Schemes to be extended to the tea sector.
- c. Land Legislations – Modification of the existing land use laws by State Governments is necessary in order to enable tea estates to diversify into alternative crops, tea tourism on a larger scale to augment income.
- d. Auction Reforms:
 - Mandatory sale of 50% of the produce through auctions need to be repealed
 - High transaction costs involved in auctions need mitigation
 - Ex-Estate Sales as an option needs to be thoroughly explored
- e. Sustained Generic promotion campaign to boost consumption in India and abroad.
- f. Sustainable sourcing by packers should ensure that teas are not purchased below the Cost of Production.
- g. Need for creation of value addition infrastructure that would facilitate storage, packaging, blending, testing, trade financing and distribution of tea more effectively.
- h. Enhancement of incentive rates for MEIS and Orthodox Subsidy to boost export competitiveness in the global market.

FEATURED ADVERTISEMENT



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“Ralli,” the name is trusted for quality and durability with over 4 decades of presence in Indian Market.

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Ralli offers unparalleled network of Dealers and service centres across India. Ralli is having the most modern in-house R & D Department equipped with latest technology and experienced team of professionals.

Ralli produces the most economical and efficient Agrucultural Machines.

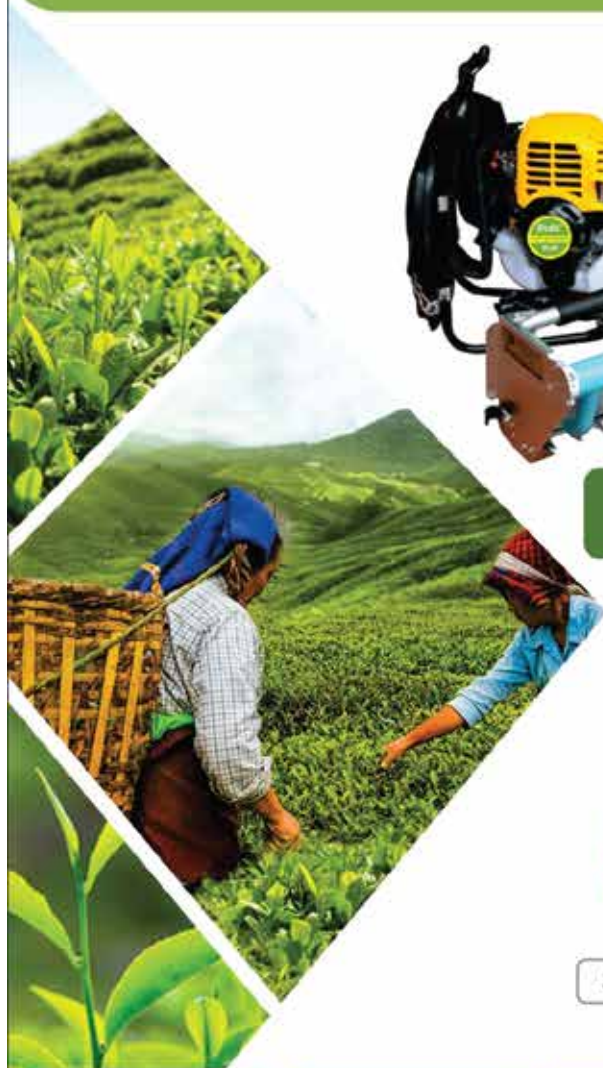
With reference to efficacy of “Ralli” Products Pertaining to Tea Gardens/Plantation industry across India. The Company National Head-Sales & Marketing, Mr Hemant Kumar Singh informed that Ralli now makes complete solution for Tea gardens/Plantation industry which is very helpful during the era of for both labour scarcity pre as well as post harvesting like complete range of Spraying Machines (Manual as well as Power driven), Tea Harvesters, Tea Pruning Machines, Brush cutters, earth augers and land preparation equipment.

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RRT - 135D



MONO



CS - D50E/CS-58

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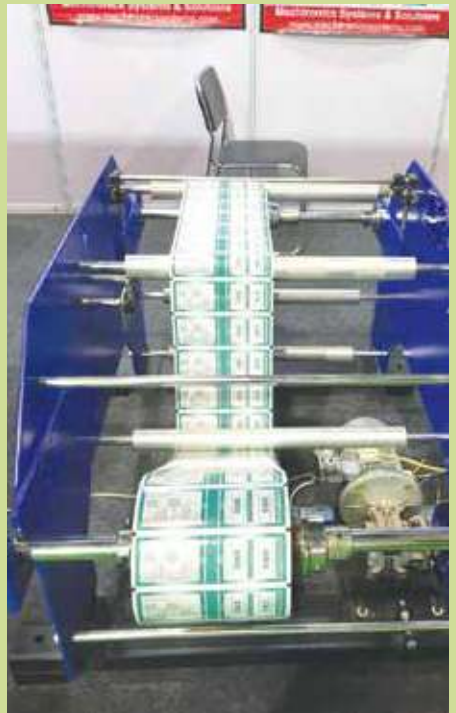
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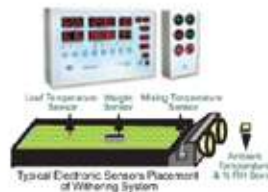
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Tidings from Bangladesh



by **Monjur Hossain**



Participants in the seminar

Tea Production Hits Two-Year High

Tea production hit a two-year high in 2018 in traditional tea sector. This is mainly due to favourable weather and for the growers' increased replantation activities in the last several years. Around 82.13 million kilogrammes of tea was produced in the country last year, much higher from the annual production target of 72.39 million kg, according to Bangladesh Tea Board.

Favourable weather helped growers produce around 85.05 million kg of tea in 2016, the highest in the history of Bangladesh, although it fell to 78.95 million kg in the following year.

Favourable weather helped growers produce around 85.05 million kg of tea in 2016, the highest in the history of Bangladesh, although it fell to 78.95 million kg in the following year.

Only 19.4 million kg of tea was grown in the six months to June 2018 due to a lack of rainfall while the gardens saw bumper production in the July to December period when a total of 62.7 million kg was grown. Increasing tea consumption in Bangladesh has also encouraged the tea growers to invest more for expansion of their gardens in the last couple of years.

As the new tea sector in northern region is thriving fast the tea output marked 57 per cent increase in 2018 than previous year. This new tea zone in the 'Kartoa Valley' ecological zone comprising of five sub-Himalayan northern districts.

According to the record of Panchagarh regional office of Bangladesh Tea Board, 8.467 million kilograms of tea was produced in 2018 which is higher by 57 per cent than the output of 5.440 million kilograms tea produced in 2017 in the valley. Tea was cultivated on 7,645 acres of lands in Panchagarh, Thakurgaon, Dinajpur, Nilphamari and Lalmonirhat districts last year in the valley as informed by the Senior Scientific Officer of

BTB at Panchagarh. Of them, tea was cultivated on 2,243 acres of land in nine registered and 19 unregistered tea gardens and on 5,402 acres of land in 4,450 small-scale gardens in these five districts last year.

Tea farming is expanding fast as BTB is implementing 'Expansion of Small Holding Tea Cultivation in Northern Bangladesh Project' since 2015 at Tk 49.7 million to expand tea farming by more 500 hectares of land within 2020 in the valley. The 'small-scale gardening-basis' tea cultivation on plain lands has become a highly profitable venture inspiring the local farmers to expand its cultivation.

Following continuous expansion of tea cultivation, production of green tea leaves is boosting every year in the valley bringing fortune to many farmers and creating jobs for the poor, especially women.

Thirteen tea companies are processing tea after producing green tea leaves in their gardens as well as purchasing the same from farmers to produce 'made-tea' in Panchagarh and Thakurgaon for selling at Chittagong Auction Market. .

Earlier, 3.2 million kilograms 'made-tea' was produced in 2016, and 2.521 million kilograms 'made-tea' in 2015 and 1.421 million kilograms 'made-tea' in 2014 and 1.455 million kilograms 'made-tea' in 2013 against only 0.161 million kilograms in 2005 when commercial basis cultivation began in Panchagarh.

Tea Industry of Bangladesh: Challenges and Strategies

Our tea our pride with this theme in view, IUBAT-International University of Business Agriculture and Technology arranged a daylong Seminar titled "Tea Industry of Bangladesh-Challenges and Strategies" under the auspices of College of Business Administration and College of Agricultural Sciences at IUBAT on March 2, 2019. A total 11 papers were read out in the seminar highlighting the potentiality of tea industry, its challenges and strategies for remedy. Speakers informed the seminar that liquor of Bangladesh tea is very famous in the world market due to its golden color and strength. If proper measure is taken our tea industry will be able to produce 2500 kg made tea per hector against present yield 1250 kg. Presently what quantity of Tea Bangladesh produces is consumed internally and nothing is left for export. This point has been pinpointed by the speakers.



Tea planted in Jhinaigati, Sherpur

Population of unemployed workers has become three times higher than number of permanent workers in tea industry. Unless unemployed workers are rehabilitated inside or outside tea industry with proper jobs, industry will face challenges of non workers majority leading to law and order situation. Not only they are enjoying the facilities of permanent workers inside garden illegally, their presence in the garden in a large number pose threat of impending labor unrest and plundering resources. The situation may be addressed by undertaking massive development works program like replacement replanting, block infilling to reduce the vacancies in order to

increase yield per hector. Huge work force may be recruited to carry out gigantic development works in tea industry to the great relief of unemployment problem and to develop the present living condition of tea workers. The industry will also be benefitted by planting tea in the plantation which is practically 50% vacant to the great loss of the country's tea sector. Once the development work is done yield per hectare will increase from present 1250 kg to 2500 kg per hectare in line with other tea producing countries in the world.

Prof Dr Abdur Rab, Vice Chancellor, IUBAT in his presidential speech emphasized the need for the seminar on tea in national level in order to create awareness among the growers to increase yield per hectare in line with major tea producing countries in the world. As tea consumption is increasing internally due to urbanization and population growth, tea export has drastically fallen down. He emphasized need for developing tea industry to revive the past glory of the country as a tea exporting country. There is no alternative of developing tea industry in this land constrained country to earn foreign exchange from this important export item.

The seminar was largely attended by tea professionals; company Chairman, MDs, GMs, students, teachers of the university. Prof Dr Lutful Hassan of Bangladesh Agricultural University, Mymensingh graced the occasion as Chief Guest while Prof Dr Abul Kashem of Sylhet Agricultural University was the special guest and Dr T. Ahmed, Scientific Officer was the guest of honor in this seminar.



Tea pluckers of Northern Districts

Plucking tea leaves brings self-reliance to 10,000 Women

Plucking of tea-leaves brings self-reliance to some 10,000 female tea farm workers in the fast expanding tea sector on the "Kartoa Valley" ecological zone in the northern region of Rangpur. Along with bringing wellbeing to their families by earning through plucking green tea leaves, the women have won poverty improving their standard of living life and their well-dressed children are now going to schools.

In an interview during a recent study the female tea-garden workers said that, they are effectively contributing to their families for living with dignity and honour. Further informed that, they are now drinking safe water, using sanitary latrines, adopting family planning, stopping child marriage, taking healthcare and living better with their earnings.

The female tea-garden labourers expressed their common happiness of sending their children to schools as plucking of tea-leaves has created job opportunity for them to earn wages for improving their economic conditions.

By plucking green tea leaves, around 10,000 poor women have already won poverty and are leading improved lives with a dream of building better future for their children following their well-being and empowerment.*

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



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We have four wings In our group, Project design drawings, Customer based solution for existing Machinery & proposed Machinery, Mini & Micro Tea Processing Machinery for CTC / Orthodox & Green Tea Processing and Quality Manufacturing Training and final product marketing assistance.

We also would like to inform you that we are jointly doing R&D for O3 application in Tea as well as for DCP with world renowned Tea Research Organization TRA, INDIA.

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E.mail: office.kol@a2zteamach.com
Ph: 033 26405124, M: 9830537626 / 9830075358

Siliguri

Golaghat, Assam

Kotagiri, Tamil Nadu

HAPPENINGS



GULMA SPRINGTIME SILVERY TIPS sold @10,000/- to Dhruva Tea Centre through Contemporary Brokers.

Gourmet coffee is the hottest brew in US



The number of Americans drinking coffee every day has stagnated this year, but evidence suggests that trendy consumers are becoming pickier about the quality of their morning cup of joy.

While 63% of Americans drink coffee on a daily basis, unchanged from last year, the penetration of high end beverages has hit a record, according to a study by the National Coffee Association released at the group's conference Saturday in Atlanta. The share of gourmet

coffee consumed reached 61%, compared to 39% for non-gourmet cups.

Consumers are becoming more knowledgeable about what they are buying demanding to know where their coffee is coming from, who the farmer was and details about its flavour. That's forcing many companies to change



the way they do business, bringing on innovative products from sourcing coffee in exotic origins to cold brew.



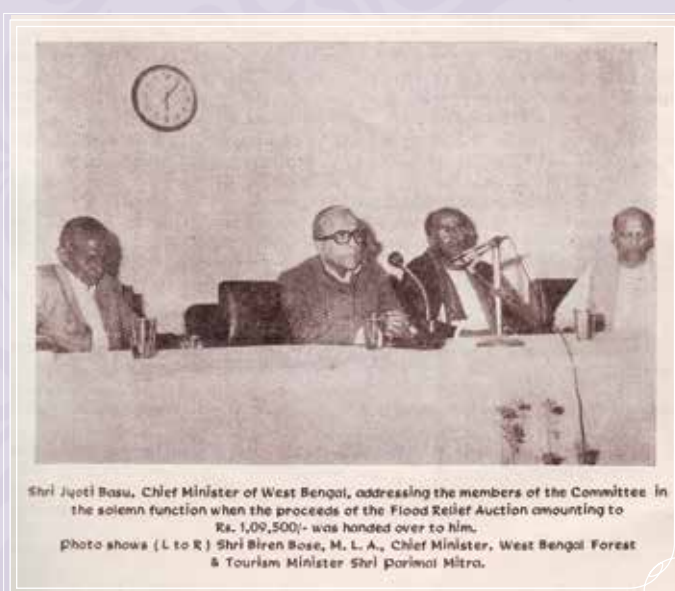
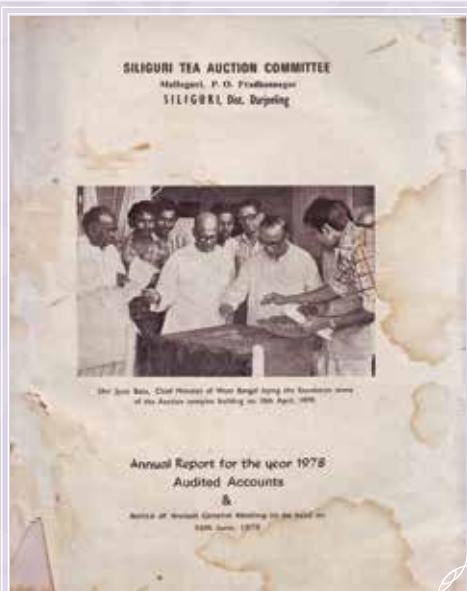
All about TEA

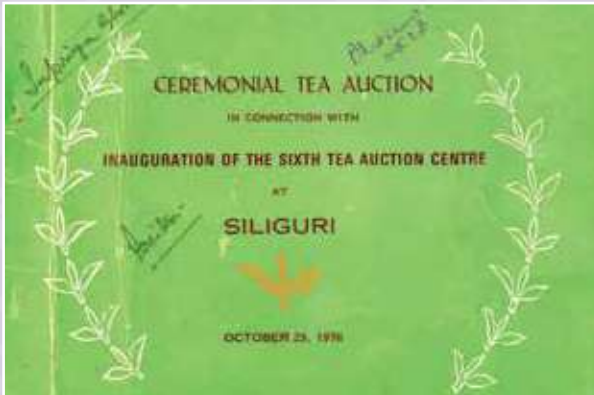
Extracts from the First Annual Report, of the STAC (1976). These words are a fair and vivid description of what the town 'looked' like back then.

Siliguri seems to have the tremendous vitality of that dark skinned urchin in Rabindranath's well-known poem "Chheleta" (that boy) that no amount of neglect, indifference or uncongeniality can suppress. A back-slide in its past conjures up a conglomeration of shacks and wooden houses hemmed by the rambling forests and paddy fields of the Terai. The town could justify its existence simply by being a railway head. That was before the independence – the first watershed in the town's annals of transformation. Malaria and Kalazar would pick up victims at their sweet-will from the few thousand residents who clung to this inhospitable, miserable place. Tea, timber and Government service brought the early carpetbagger types here. A saying goes that the invariable morning greeting between two malaria-stricken neighbours was : Are you eating rice today?

The Centre was inaugurated as the Sixth Tea Auction Centre in India on the 29th October, 1976. On that day, a ceremonial Tea Auction was held, when 102 lots comprising 5 chests each, which had been donated by the tea producers, were auctioned by the dignitaries present. The sale proceeds from this Auction amounted to Rs. 5,76,000.00 were donated to the Prime Minister's National Relief Fund. A silver hammer was also auctioned and realised a record price of Rs. 1,06,000.00. This was donated to the Chief Minister's Relief Fund.

The Committee places on record its deep appreciation of the services rendered by Mr. Kanti Bhattacharjee, the able Additional Secretary of the Committee in acquiring a plot of land at Mallaguri, Siliguri for construction of a modern Tea Complex. The Committee has kept some land for themselves and the remaining land has been distributed in small plots to Brokers, Producers and Warehouse keepers with the intention to build up the Tea Complex of North Bengal with all facilities for any buyer from any part of the world to come, stay, see samples and to buy their requirements. We are expecting to start the construction of our own Tea Complex in the ensuing cold weather months. The construction of the said Tea Complex is being entrusted to a renowned architect firm of Calcutta.





And thus come into being the STAC building, which was uniquely constructed by the funding from all the three sections of the Tea Trade.

These are extracts from the speech made by B. C. Ghose, Chairman of STAC on June, 1979. These words are indeed prophetic considering we are now 44 years away and faced with similar predicaments.

Firstly, there is no available machinery in India to assess correctly the domestic consumption of tea within the country. To take shelter behind the plea of non-availability of the data collecting machinery is not the answer to the problem. No effort has been made to collect this vitally necessary information. To plan for higher targets of production and to speak from house-tops about this, is useless, unless the domestic need is correctly ascertained as otherwise the possibility of the producers being landed in trouble (as they are landed in 1979) can not be ruled out.



Slaves Names Taken by Mr. B.P. Ghosh at 100,000

LOT NO.	APPLICANT NO.	GARDEN	GRADE	TOTAL WT. IN KG.	SERIAL NO. OF CRUTTS	EXISTS	LYING	WGT BY
1	C-128	INSONG	SP	120	1230-88	8	CG	1000
2	D-178	BANGTONG	SGOP1	150	2872-76	8	CG	5000
3	L-132	NORTH TUKYAR	SP	150	3175-99	8	CG	5500
4	COM-081	CHAMUNG	SGOP	200	1579-78	8	CG	3000
5	30111	LONG VIEW	DF	200	8829-21	8	CG	1000
6	D-152	BIMULKARI	SGOP	200	4148-82	8	CG	1000

LOT NO.	APPLICANT NO.	GARDEN	GRADE	TOTAL WT. IN KG.	SERIAL NO. OF CRUTTS	EXISTS	LYING	WGT BY
12	C-19	MULJAI	SP	120	331-58	8	CG	1000
14	COM-8	BELGACHI	GF	210	8103-01	8	CG	1000
15	E-4	NEW TERAI	SP	210	1024-238	8	CG	1000
16	C-113(P)	SHATARA	SP	221	3-100	8	CG	1000
17	C-123	RANCHERRA	SGP	200	8203-01	8	CG	1000
18	SC-100	SHRAGURI	DF	234	1241-421	8	CG	1000

The Governing Body of the Siliguri Tea Auction Committee take pleasure in submitting the THIRTEENTH ANNUAL REPORT of the Committee, being that for the year 1988.

GENERAL

The members of the Governing Body are elected biennially for a term of two years, election being held in each alternate Annual General Meeting.

In the Eleventh Annual General Meeting of the Committee, held on 1st February 1989, the biennial election of the members of the Governing Body was held and a new Governing Body of the Committee was elected consisting of the following members:

SELLERS' REPRESENTATIVES

- | | |
|---------------------------------|--------------------------|
| 1. Shri Amitava Palchoudhuri | (Mohurgong & Gulma T.E.) |
| 2. Shri K. S. David | (Leesh River T.E.) |
| 3. Shri B. K. Dalmia | (Nagrekata Tea Estate) |
| 4. Shri Jainti Parsed Agarwalle | (Kamapur Tea Estate) |
| 5. Shri S.K.Banerjee | (Debpara Tea Estate) |

BUYERS' REPRESENTATIVES

- | | |
|-----------------------------------|-----------------------------|
| 1. Shri J. N. Mohata | (M/s Maruti Enterprises) |
| 2. Shri R. K. Dalmia | (M/s R.K. Enterprises) |
| 3. Shri Mukesh Gulati | (M/s Mukesh Tea Co) |
| 4. Shri Rohit Tandon | (M/s Brooke Bond India Ltd) |
| 5. Shri Sunil Kumar Bhattacharjee | (M/s T.K.Bhattacharjee) |

BROKERS' REPRESENTATIVES

- | | |
|------------------------|--------------------------------|
| 1. Shri A. Batra | (J. Thomas & Co (P) Ltd) |
| 2. Shri L. Jhingan | (Carritt Moran & Co (P) Ltd) |
| 3. Shri Abdul Samad | (Siliguri Tea Brokers (P) Ltd) |
| 4. Shri A. Nandkeolyar | (Contemporary Targett (P) Ltd) |
| 5. Shri B. Sarkar | (Tea Brokers (P) Ltd) |

Secondly, in my opinion, the imposition of export-duty by the Government of India in April, 1977 was a Himalayan blunder. The position could have been easily corrected by imposing a ceiling on exports without resorting to clamping an export-duty (apparently to mop off the surplus profit) with retrospective effect. This precipitate action has alienated the sympathies of our valued foreign customers who reacted by promptly switching on to other sources of supply. The need for regulation of export arises only in case of a shortage of production within the country and a quantity fixation of tea exports keeping sufficient quantity for internal consumption would have been sufficient.

<u>TEA</u>		
	Qty. sold in Thousand Kg.	Avg. price Rupees
DARJEELING	182	14.43
ASSAM : Orthodox	-	-
C.T.C.	31	14.26
DODDARS : Orthodox	226	12.77
C.T.C.	1,709	11.93
CACHAR : Orthodox	-	-
C.T.C.	16	11.14
TERAI : Orthodox	113	13.33
C.T.C.	585	12.02
All Orthodox (excl. Darjeeling)	362	13.07
All C.T.C.	2,340	11.98
All Tea	2,004	12.27
<u>R.U.S.I</u>		
	Qty. sold in Thousand Kg.	Avg. Price Rupees
ASSAM : C.T.C.	25	13.64
DODDARS : C.T.C.	1,888	12.35
CACHAR : C.T.C.	15	12.19
TERAI : C.T.C.	424	11.89
All C.T.C.	2,352	12.28
All Orthodox	247	17.72
All Tea	2,599	12.32

140 YEARS OF JORHAT RACES



The Jorhat Races – A Steward’s account

The following article has been written by ‘A Steward’, an anonymous writer. It is an interesting account of the over a century old ‘Jorhat Races’ and a must read - J.P.S. Bhamra.

The actual beginnings of the Jorhat Races are lost in the fog of time and to the depredations of white ants, but it is true to state that throughout the history of mankind wherever men are gathered to talk and drink and if they are the owners of horses, it is almost inevitable that wagers will be laid over the speed and stamina of one horse compared to another and these qualities will be finally tested by the one true trail – A Race. Until the advent of the ‘mechanize horse’ in the late 19th century, the one with four legs reigned supreme as the fastest method of carrying the news and gossip, as the best puller of loads and as man’s pleasure and pet. Planters of all ages relied on the horse as we rely on our motor car or truck today, and where there are horses, there will be – at some stage – the races.



The earliest record we Stewards have of the Jorhat Races is a prospectus for ‘The Jorehaut Races’ to be held on Tuesday 16th January 1877 with C. J. Showers Esq. as the Hony. Secretary. Then as now, there were to be three Race Days with races ranging from the planters Plate, value 45 Ghul Mohrs for all type of horses, to the Jorehaut Welter for Factory horses with a prize of Rs. 150/- and the Amguri Hunt Cup run over a Steeple-chase course (i.e. over jumps and fences) of 2.5 miles worth Rs. 300/- to the winner.



From the desk of the President, Jorhat Races



It gives us great pleasure to come out with this Souvenir, which is a first in the history of the races.

As many of our readers are aware, the Races are more than 150 years old & this is the 138th Race, a few in the middle having been missed

due to war, insurgency & pestilence.

Late Mr. H.P. Barooah was President of the Races for several decades, followed by Late Aboni Borgohain for a few years over the turn of the Century.

The responsibility has vested with me even since Aboni da handed over charge & I can vouch for the truth of the saying "Uneasy lies the head...."

Running the Races is a real test of patience & hard work & without the help of Hardeep Singh & other volunteers, would be an impossible task.

A grandiose vision on a shoestring budget describes the Races aptly.

The souvenir charts out it's history adequately.

I will conclude with a wary optimism that tea & oil philanthropy with a healthy dose of Jorhat local business largesse will see the races through the rest of this century.

Gee up, folks,

Prabhat Bezboruah



After 1877 there is the gap in our records until the 20th September, 1931 when the Minute Book of the Stewards of the Jorhat Races record that:-

"Owing to the whereabouts of the Honorary Secretary, Mr. A. D. Masters being unknown and to the fact that the Stewards cannot obtain access to his bungalow, until a injunction from the Courts is obtained which is anticipated will delay proceedings, the Stewards of jorhat Races authorize Mr. Edward B. Sim who has been appointed Honorary Secretary, to approach the Mercantile Bank of India and others for a statement of all transactions in connection with the Jorhat Race Fund from January 1st 1930, or earlier date.

Here is scandal indeed, but unfortunately history does not record exactly what happened to the elusive Mr. Masters and the records, but the committee was authorized to borrow Rs. 3000/- to settle out standings, so Mr. Masters must have presumably timed his absence in order to obtain the maximum benefits !!



FLASHBACK

The actual beginnings of the Jorhat Races are lost in the fog of time and to the depredations of white ants, but it is true to state that throughout the history of mankind wherever men are gathered to talk and drink and if they are the owners of horses, it is almost inevitable that wagers will be laid over the speed and stamina of one horse compared to another and these qualities will be finally tested by the one true trail...

HAPPENINGS

IIT KGP startup tech for cuppa check



A technology developed by an IIT Kharagpur incubated agrotech start-up in collaboration with Tea Research Association (TRA) will revolutionise the process of quality checking of green leaves at factories across the tea producing states in India.

The technology, according to industry experts, will minimize manual dependence and error in scanning tea leaves.

The startup, Agnext Technologies, founded by Taranjeet Singh, an alumnus IIT KGP has developed a fine leaf counting software and a machine to detect percentage of green tea leaves.

“In the machine, the leaf will drop from the top and its maging will be done by a camera. The data will be fed into an artificial intelligence (AI) driven software for processing and determining the fine leaf count.

It will also help the industry benchmark its products at a minute detail,” said Singh. TRA is providing to Agnext for developing the software and the machine. “The software and the equipment are expected to be ready by February 2019 for trials.

Seven-Colour Tea, a hot new attraction in Bangladesh



A unique seven-colour tea, offering varied flavours in a glass or cup, is now available in the Bangladesh capital Dhaka.

About a decade ago, a tea vendor, Romesh Ram Gour, in Moulvi bazar district, which is known as the tea

capital of Bangladesh, developed the technique of layering different coloured layers of tea in a glass. Each layer differs in colour and taste.

Tea connoisseurs in Dhaka used to travel hours to Srimongol town, about 200 km from Dhaka just to take a sip of the legendary tea at the store of Gour who always makes his concoction away from prying eyes.

He never unlocked the secret to his rainbow brew that he invented but several copycats from the region succeeded in creating seven-layer teas, which made Gour famous home and abroad.

Saiful Islam is one of those successful imitators who said the most interesting thing is that different layers are separate and not mixed together.

We mix different types of locally and China-grown tea – three black teas and one green tea – with milk and various spices. Each mixture has a distinct colour and taste, and I pour one on top of another to create seven distinct bands of colours including orange, black, white, strawberry, milk and green.

“The taste of each layer is different. It is organic. No chemical is used.” Islam said he created a white layer blended with ginger, which is especially good for health.

India’s tea is back in demand in Iran this year



“The rupee-rial trade between India and Iran will help Indian tea exporters. In fact, Iranian buyers are very keen to purchase Indian orthodox teas and they may even buy the first flush teas from India,” Vivek Goenka, Chairman of Indian Tea Association. Iran normally buys second flush orthodox tea from India.

In the backdrop of the US sanctions on Iran, Sri Lanka might find it difficult to trade with the West Asian nation as their business is conducted in dollars. Iran consumes about 5% of the total world tea production. The nation has its own tea plantations and also imports tea, mainly from India, Sri Lanka and

Kenya. Iranians consume about 1,05,000 tonnes of tea every year, of which about a quarter is supplied by domestic producers.

- Iran imports 30m kg of teas for consumption from India
- Iran imported for consumed 63m kg in 2017. Their previous highest import for consumption was in 2013 at 81.6m kg, from various countries
- They produce approx 30m kgs.



Kanan Devan Hills Plantation Co. (P) Ltd. (KDHP)



Courtesy: Aditya Palchoudhuri of Mohurgong & Gulma Tea Co. Pvt. Ltd.





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Tackling Labour Shortage in Tea



By **K K Mehra**



Tea production in India is stated to have touched a high of around 1300 million kilograms in recent times. Up 500 m kgs in the early seventies the increase of 180% should have helped the industry become ever more prosperous ; instead a large number of producers are fighting for survival. We are either in a state in a state of over-supply or have to find ways to manage the cost conundrum better.

Much of the growth seen has been the contribution of the Bought Leaf Sector ; while not taking anything away from their very creditable achievements one sees that on the price leveller they tend to bring the rear. It is another matter that their cost structure affords them the luxury of selling at that level and yet survive handsomely. The volume of produce from this sector is large and fulfils the over-all demand substantially; medium quality produce from the regular industry consequently often sells at un-remunerative levels.

The way forward for the organised industry would be to upgrade its produce adequately, for a different segment of the market, to vie for it, and offer remunerative prices. This is easier said than done with an on-going crisis in labour availability.

The shortage of labour felt by the Industry today is a recent phenomenon consequent to migration of heads to other parts of the country upon realising that the earnings offered by the Industry do not match those that are possible elsewhere in the Country.

The Land : Labour ratio of an estate is generally the key ratio used to determine the number of hands that an estate should deploy on a regular basis for all its requirements. In my view this critical measurement for an estate to be viable should read between 1.9 -2.0. Over the past two-three decades what with several 'nayagintees' finding their way onto the books this ratio has been badly violated. And additionally estates have used temporary hands in very large numbers to keep their over-all work schedules in hand.

The current shortage of hands should be seen as an opportunity to address the issue. Work schedules/programmes drawn up to suit availability of labour dictated by the land : labour ratio should be aimed for.



To help us achieve this end several initiatives can be taken:

The fore-going paragraphs have spoken of a need to enhance quality. Improvements in factory equipment & management would help ; but a key component would be the quality of raw material. Towards this end increasing the percentage of prune would soften the texture of green leaf in the basket and produce teas of much better value. Loss in crop on account additional pruning would be off-set by higher value of produce. Other benefits that would accrue are a) an increase in labour productivity per manday b) a saving of 8-10 mandays per hectare per round compared to tea that is left unpruned/light skiffed and c) the over-supply situation currently witnessed would be addressed to an extent.

Increasing plucker productivity is another area that tackled, successfully ,will bring significant gains. The disconnect seen between the current wage and the plucking incentive payable effects labour productivity negatively . In the early seventies the plucker incentive per kg was 3.04% and 2.26% of the wage for female and male workers respectively. The West Bengal industry after a recent revision increased pay-out on this count to 1.70% & 1.98% on a graded basis; earlier the number was abysmal and was a major reason for low plucker productivity. Comprehensively linking wages to productivity where higher productivity is rewarded handsomely through incentives would give the benefit of increasing worker earnings while reducing the number deployed to pluck the estate. A review of the scheme currently in practice is suggested for benefit of all stake holders.



Plucking machines and sheer harvesters used on a moderate scale is another measure that would reduce the numbers needed at daily muster. In NE India , however, where clean, black, fibre-free teas command a premium a very large percentage of the leaf mix coming from this route may affect prices. Area under machines would need monitoring & can be adjusted to suit quality requirements.

Additionally mechanisation of agri operations viz., Pruning, Agro-chemical application, planting & uprooting of tea, lopping/pollarding of shade, irrigation etc. would release labour for harvesting.

Modernisation and automation in Tea factories is another area that would help tackle the problem of labour shortages in an estate. An antiquated CTC manufacturing facility, producing 2 million kgs, where bulk of handling is done manually, ends up employing around 60 mandays per shift in season. Introduction of automated, computer controlled systems can reduce this number to 8 or 10 atmost.

An objective to work the estate with the number of heads available on a Land:labour ratio of 2.0 is well worth pursuing. Beating this challenge holds the promise of stopping the flight of workmen from the estates as also bringing prosperity to the industry.

Cornell University Study Shows Water Composition Impacts Tea

When good tea tastes bad, it is generally because of the water composition or the temperature and number of minutes that you heat it in brewing. Water controls the entire chemistry of transforming a tea leaf into a beverage.

A recent Cornell University study adds just one more instance to the many examples, some of which you have surely experienced.

That elegant white tea that tasted so good, for instance, when you sampled it in the tea store but was so flat back home. The store used spring water and you tried distilled, which is more pure-too pure. (It lacks minerals and salt).

The Cornell researchers found that green tea brewed with bottled water tasted more bitter but released a greater amount of health-contributing anti-oxidants. Tap water made it sweeter and the 100 consumers in the panel judged it as tasting better. A Cornell professor of food science made the comment: "If you're drinking green tea for its health properties, then you should be using bottled water. If you're drinking tea for taste, tap water is better."

What are you drinking tea for? For just a wet and warm boost from a tea dust bag, then the water is a peripheral issue. But if you want to get the best from fine teas' flavor and aroma, then it's worth spending as much time on choosing your water sources as you do on picking out a teapot or kettle.

Factors to consider:

Hardness: the calcium and magnesium in the water, measured in parts per million. Too high and the tea will taste flat and lack fullness of flavor.

Acid/alkalinity: Pure water has a pH level of 7 (the acronym stands for Power of Hydrogen.) The lower the pH, the closer it is to battery acid.

TDS (totally dissolved solids): Too low and the water lacks minerals that aid in health, too high and the likely cause is harmful overload, possibly including plastics, chemicals, and industrial waste.



Reverse osmosis water purification system.

When good tea tastes bad, it is generally because of the water composition or the temperature and number of minutes that you heat it in brewing. Water controls the entire chemistry of transforming a tea leaf into a beverage.

There are five options:

- **Bottled mineral spring:** The best quality of water when it is certified as coming direct from a mountain spring. Natural absorption of minerals with no other solids, ideal pH and hardness. Very much the connoisseur's pick. But expensive, criticized as environmentally damaging.
- **Reverse osmosis:** A purification technology that forces water through a membrane to remove molecules, ions and solids from even waste water. Relatively expensive for home investment (\$300 on up). The preferred system for many fine tea stores.
- **Carbon filter:** Probably the most popular choice for frequent specialty tea drinkers. Charcoal and coconut shell filters have a long history, especially in Japan. They work well in filtering out undesirable and unhealthy solids while maintaining minerals and salts. Used in pitchers or as an attachment to a faucet.
- **Faucet:** Generally, a good enough choice in most regions for occasional tea making. Check the pH using a test strip.
- **Bottled drinking:** Varies greatly in quality and truth in labeling; some products are just tap water. Many environmental concerns accompany bottled water, which offers no compelling reason for tea drinkers to adopt it.



Drink water purification filters. Different tap water filtration systems for home water treatment



Brita Grand Pitcher

Distilled is not a good choice; you need the minerals.

Overall, the most cost-effective choice for tea lovers seems to be faucet water poured through a carbon filter pitcher with a first-rate mountain spring water for those really special teas. Brita is the best-known filter system and Volvic's spring water from the Auvergne in France is preminent in the consumer market.

*Courtesy- Peter Keen

STATEMENT OF OWNERSHIP AND OTHER PARTICULARS ABOUT THE NEWSPAPER ENTITLED CONTEMPORARY TEA TIME, AS REQUIRED TO BE PUBLISHED IN THE FIRST ISSUE OF EVERY YEAR AFTER LAST DAY OF FEBRUARY.

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HAPPENINGS



Shri Pallab Lochan Das, Hon'ble Minister, Labour Welfare Department, Govt. of Assam addressing the gathering in the 129th ABITA Annual General Meeting in Jorhat on 9th March, 2019. Also seen in the picture from left – Arijit Raha, Secretary General, Indian Tea Association, Kolkata, Vivek Goenka, Chairman, Indian Tea Association, Kolkata, Sanjay Bohra, Chairman, ABITA, Abhijit Sharma, Secretary, ABITA, P.K. Bezboruah, Chairman, Tea Board of India and D.J. Baruah, Vice-Chairman, ABITA. The meeting was also addressed by Shri Kamakhya Prasad Tasa, Hon'ble MP, Jorhat.



(L to R) Mr. D. Singh, Vice-Chairman, DBTA, Mr. S. Guha Thakurta, Secretary, DBITA, Mr. A. Kumar, IPS, IG, North Bengal. Mr. L.J. Smith, Chairman, DBITA, Mr. Vivek Goenka, Chairman, ITA, Miss Nayantara Palchoudhuri, Vice-Chairperson, ITA, Mr. S. Soundararajan, Director of Tea Dev., Tea Board & Mr. A. Raha, Secretary General, ITA.

CONTEMPORARY TEA TRENDS

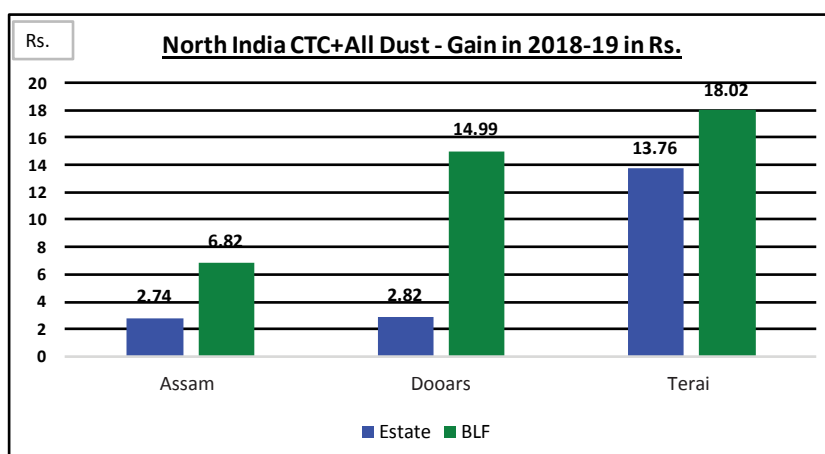


Highlights : Auction Average

India : April to February (in INR per Kg)

Compiled by Soumen Bagchi

CTC + All Dust	ALL Sector			Estate			BLF		
	2018-19	2017-18	+/-	2018-19	2017-18	+/-	2018-19	2017-18	+/-
Assam	156.21	152.10	4.11	164.87	162.13	2.74	134.98	128.16	6.82
Cachar	130.70	124.79	5.92						
Dooars	145.28	138.64	6.64	158.65	155.83	2.82	118.49	103.50	14.99
Terai	127.18	110.88	16.30	143.57	129.81	13.76	113.52	95.50	18.02
N.India	148.06	140.45	7.61						
S.India	102.41	92.29	10.12						
Orthodox									
N.India	208.05	209.80	-1.75						
S.India	137.81	128.94	8.87						



World Average Tea Auction Prices

January to December (per Kg)

CENTRE	Currency	In Countrywise Currency			In INR (Approx)			In US \$ (Approx)		
		2018	2017	+/-	2018	2017	+/-	2018	2017	+/-
N. India (CTC + All Dust)	INR	145.85	139.26	6.59	145.85	139.26	6.59			
S. India (CTC + All Dust)	INR	101.75	95.98	5.77	101.75	95.98	5.77			
N. India (Orthodox)	INR	204.71	210.12	-5.41	204.71	210.12	-5.41			
S. India (Orthodox)	INR	135.11	130.57	4.54	135.11	130.57	4.54			
Chittagong	BDT	261.31	198.74	62.57	213.44	159.27	54.17	3.12	2.45	0.67
Mombasa (Kenya)	US Cents	259.00	297.00	-38.00	177.05	193.44	-16.39	2.59	2.97	-0.38
Limbe	US Cents	184.21	183.89	0.32	125.93	119.77	6.16	1.84	1.84	0.00
Colombo (Mainly Orthodox)	SL Rs	581.93	619.17	-37.24	245.17	264.51	-19.34	3.59	4.06	-0.47

Source: ITA

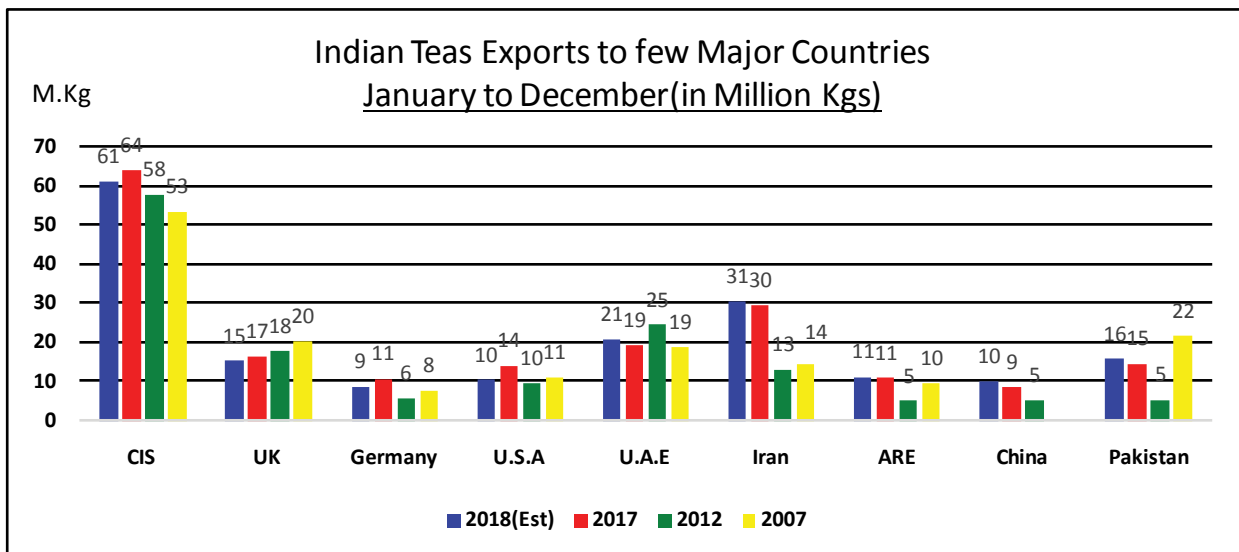
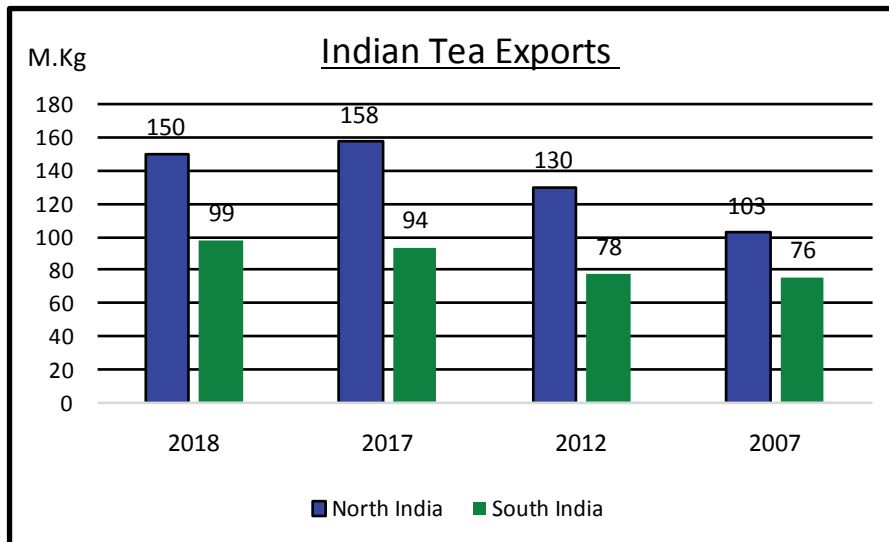
Exchange Rate: January to December (Approximate)	US\$ 1=	India		Bangladesh	Sri Lanka
		2018	68.36	83.69	162.26
		2017	65.13	81.27	152.46



Crop Figures of Some Major Tea Producing Countries

in Million Kgs.

	January to December				
	2018	2017	2016	2015	2014
N. India	1039	1087	1055	981	965
S. India	219	235	213	228	242
All India	1312	1322	1267	1209	1207
Sri Lanka	302	305	293	329	338
Kenya	493	440	475	400	445





North India CTC Auction Averages

Month	2018-19		2017-18		2016-17		2015-16		2014-15	
	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)
Apr	81.5	157.68	68.0	147.99	110.8	148.68	60.9	150.80	90.9	156.46
May	196.1	148.38	196.7	138.90	158.5	138.40	123.0	143.00	112.7	153.84
Jun	212.7	156.77	205.4	149.46	169.3	149.33	181.1	143.82	131.0	164.86
July	268.3	156.11	264.4	143.42	296.6	149.92	273.7	144.42	295.6	159.18
Aug	397.0	150.53	370.6	141.54	344.5	141.00	262.6	143.51	285.1	141.96
Sep	350.5	145.72	298.2	140.00	306.8	137.96	347.3	140.61	327.0	135.79
Oct	384.8	145.31	335.0	141.92	212.1	137.29	296.6	133.02	287.4	135.37
Nov	362.8	148.75	461.6	140.71	390.1	138.30	325.8	140.29	329.0	139.29
Dec	375.8	144.48	386.5	137.72	329.5	132.64	463.7	135.69	409.0	135.28
Jan	384.8	132.81	321.3	124.49	318.2	122.16	279.8	124.39	287.2	123.56
Feb	184.7	115.97	280.8	100.11	282.3	110.49	135.7	111.03	224.5	101.01
Mar			38.1	94.77	116.3	106.87	32.9	115.34	89.2	89.67
April to Feb	3199.0	145.27	3188.6	136.13	2918.8	135.64	2750.2	137.01	2779.3	137.91
April to March			3226.6	135.64	3035.2	134.54	2783.0	136.76	2868.4	136.41



North India All Dust Auction Averages

Month	2018-19		2017-18		2016-17		2015-16		2014-15	
	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)
Apr	16.5	161.77	14.5	148.82	28.8	149.97	13.3	155.65	18.7	162.24
May	69.5	160.22	67.2	140.95	57.1	140.39	35.1	144.22	32.2	160.76
Jun	74.7	169.39	73.7	156.54	65.4	155.06	60.9	152.87	47.1	171.05
July	97.7	176.58	94.3	160.67	114.7	157.41	104.4	158.62	129.3	170.99
Aug	146.8	169.81	122.5	161.54	130.2	146.13	95.7	157.50	105.5	152.68
Sep	123.4	161.10	96.2	162.61	116.3	144.20	127.8	152.44	112.8	143.76
Oct	131.0	160.66	111.9	165.44	79.4	145.46	96.5	144.98	105.4	141.90
Nov	117.1	158.12	138.3	159.66	124.2	145.51	110.7	148.49	109.3	146.06
Dec	111.1	148.17	110.6	152.65	94.2	138.03	147.3	142.72	128.3	140.29
Jan	111.9	130.19	100.6	132.71	93.5	128.46	91.8	127.78	90.8	125.23
Feb	61.7	114.17	68.5	108.93	85.1	113.81	38.0	113.63	73.6	107.04
Mar			5.8	108.74	32.8	108.50	5.9	116.65	32.2	87.88
April to Feb	1061.4	156.54	998.4	152.30	988.8	142.23	921.5	146.56	953.1	145.72
April to March			1004.2	152.05	1021.6	141.15	927.5	146.37	985.4	143.82





South India CTC Auction Averages

Month	2018-19		2017-18		2016-17		2015-16		2014-15	
	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)
Apr	25.2	89.49	32.1	97.70	33.6	89.05	29.6	74.76	29.4	70.93
May	36.1	78.06	45.5	83.43	21.0	93.06	49.8	67.28	36.2	79.63
Jun	54.3	76.40	52.5	73.37	26.7	96.11	45.3	63.04	36.2	75.77
July	44.2	78.67	30.8	69.68	42.3	89.68	39.8	64.26	46.6	68.89
Aug	37.2	83.08	43.0	65.32	37.0	86.58	45.6	62.04	40.5	62.34
Sep	41.0	90.72	53.3	67.73	32.4	94.97	34.1	63.43	33.7	70.15
Oct	39.2	88.93	29.2	76.62	36.7	95.55	46.3	67.17	33.5	70.06
Nov	34.1	96.50	44.2	74.22	35.7	97.05	34.1	70.06	47.4	61.92
Dec	40.9	97.47	38.4	77.53	27.5	102.56	31.4	77.71	27.0	64.45
Jan	39.3	97.18	33.5	87.23	27.4	105.55	29.4	92.73	42.6	73.23
Feb	27.0	96.72	23.9	93.22	28.2	103.92	24.7	105.19	31.9	76.98
Mar			29.5	91.31	23.4	104.93	26.3	91.56	26.2	76.30
April to Feb	418.4	87.70	426.4	77.38	348.4	95.27	410.2	71.29	405.0	70.14
April to March			455.9	78.28	371.8	95.87	436.4	72.51	431.2	70.52



South India All Dust Auction Averages

Month	2018-19		2017-18		2016-17		2015-16		2014-15	
	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)
Apr	52.3	115.33	49.1	122.61	66.1	110.61	52.5	92.18	46.0	98.91
May	62.2	104.11	68.7	106.91	49.9	110.90	82.0	85.07	72.0	99.70
Jun	86.7	99.45	78.0	98.14	49.5	108.76	71.3	81.48	75.0	89.13
July	65.7	101.80	57.5	98.22	53.2	102.51	61.7	82.46	75.1	87.63
Aug	45.3	108.51	61.7	95.78	55.7	105.14	60.7	81.35	58.5	84.47
Sep	54.7	120.44	73.3	95.63	46.7	108.84	59.6	87.08	45.3	88.48
Oct	62.3	116.27	50.2	103.10	63.5	108.99	74.4	95.38	55.5	91.54
Nov	66.7	116.96	61.1	100.50	55.8	108.25	57.0	92.96	80.5	81.30
Dec	61.6	117.08	61.6	100.27	59.8	108.86	47.0	98.70	45.5	88.32
Jan	67.3	116.64	60.1	107.72	60.0	114.16	55.5	111.48	67.2	90.61
Feb	50.0	116.61	45.1	114.82	44.9	124.25	50.0	117.11	60.3	93.34
Mar			54.3	115.74	40.9	127.76	45.4	105.10	51.5	92.06
April to Feb	674.7	111.53	666.3	103.14	605.1	109.93	671.7	92.18	680.8	90.04
April to March			720.6	104.09	646.0	111.06	717.1	93.00	732.2	90.18





North India Orthodox Auction Averages

Month	2018-19		2017-18		2016-17		2015-16		2014-15	
	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)
Apr	4.1	228.30	3.0	218.30	7.7	228.04	2.6	217.59	3.4	203.68
May	29.6	218.71	24.5	214.52	14.1	214.02	10.7	188.87	9.8	183.62
Jun	23.6	223.41	24.4	222.21	14.8	244.37	16.1	222.05	11.7	193.04
July	27.0	225.22	25.3	232.13	23.8	242.71	20.7	246.26	27.7	241.90
Aug	36.4	206.64	38.9	228.59	33.2	227.47	20.2	238.89	21.3	217.72
Sep	34.6	191.26	23.1	212.25	24.8	214.00	21.2	215.42	22.6	196.79
Oct	31.6	200.42	32.7	213.89	21.0	209.62	16.2	218.46	21.8	184.41
Nov	28.4	210.85	39.6	213.96	33.5	209.66	24.7	208.64	22.1	184.16
Dec	37.3	217.24	25.5	197.75	21.3	207.95	21.6	204.01	22.5	172.56
Jan	26.7	185.38	22.7	168.69	24.5	181.05	5.6	181.89	9.2	158.35
Feb	3.9	164.54	13.4	151.29	16.2	158.71	2.4	164.82	3.2	147.08
Mar			3.1	169.93	3.6	165.10	0.6	164.47	0.6	156.42
April to Feb	283.3	208.05	273.0	210.05	234.9	212.37	162.1	217.05	175.3	196.43
April to March			276.1	209.60	238.5	211.65	162.6	216.87	176.0	196.29



South India Orthodox Auction Averages

Month	2018-19		2017-18		2016-17		2015-16		2014-15	
	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)	Qty. (L. Kgs)	Avg. (Rs.)
Apr	6.2	138.24	5.3	149.70	7.4	135.36	4.8	118.35	3.0	117.48
May	9.0	138.41	8.9	141.32	5.6	136.00	8.8	118.74	5.7	114.81
Jun	12.0	138.96	11.2	127.50	6.5	141.53	8.2	118.26	7.9	106.21
July	9.2	128.06	8.7	127.19	5.7	130.85	8.7	113.95	8.8	100.28
Aug	5.3	126.32	9.4	127.79	8.3	138.48	8.7	112.72	6.6	97.05
Sep	6.9	136.35	11.2	125.00	8.0	143.56	9.1	120.67	4.3	106.69
Oct	7.7	139.94	9.0	129.20	9.3	139.22	10.3	116.44	6.8	121.20
Nov	9.0	135.17	9.3	123.11	8.7	134.53	9.3	120.25	8.6	110.99
Dec	8.1	138.50	9.1	119.70	8.6	134.57	7.0	125.47	4.6	107.01
Jan	9.9	144.28	8.7	133.10	7.5	134.68	8.5	129.68	6.9	116.93
Feb	7.3	147.98	5.5	130.36	5.5	137.66	7.1	127.95	6.3	117.96
Mar			6.6	133.02	5.5	142.41	5.2	119.13	4.9	116.34
April to Feb	90.6	137.77	96.3	129.38	81.1	137.08	90.5	120.00	69.7	110.05
April to March			102.9	129.62	86.6	137.42	95.7	119.95	74.6	110.46





Auction Average of Estate : April to February

Assam

CTC & DUST	2018-19	2017-18	2016-17	2015-16	2014-15
	Avg. (Rs.)	Avg. (Rs.)	Avg. (Rs.)	Avg. (Rs.)	Avg. (Rs.)
Large Brokens	167.34	161.88	152.78	166.02	167.88
Medium Brokens	170.19	168.30	154.51	168.36	167.72
Small Brokens	171.45	171.83	159.17	175.46	173.82
Fannings	165.39	164.37	152.36	167.06	157.01
PD	178.42	178.81	159.96	183.22	173.46
Dust	186.91	189.00	169.73	195.41	183.87
All Secondaries	130.57	124.75	117.10	109.74	115.07

Dooars

CTC & DUST	2018-19	2017-18	2016-17	2015-16	2014-15
	Avg. (Rs.)	Avg. (Rs.)	Avg. (Rs.)	Avg. (Rs.)	Avg. (Rs.)
Large Brokens	140.75	132.67	130.96	129.79	131.55
Medium Brokens	157.00	154.48	150.75	152.71	148.31
Small Brokens	170.83	168.57	162.63	163.28	158.67
Fannings	166.00	165.53	156.57	155.62	149.65
PD	158.78	158.09	145.58	145.03	142.05
Dust	152.89	149.52	137.62	136.26	135.14
All Secondaries	131.06	127.69	125.04	120.25	118.45

Terai

CTC & DUST	2018-19	2017-18	2016-17	2015-16	2014-15
	Avg. (Rs.)	Avg. (Rs.)	Avg. (Rs.)	Avg. (Rs.)	Avg. (Rs.)
Large Brokens	131.77	113.34	117.09	111.74	114.76
Medium Brokens	138.42	126.22	127.37	127.84	128.52
Small Brokens	153.47	139.34	136.17	136.77	135.71
Fannings	153.23	139.84	132.86	133.90	131.24
PD	147.70	136.37	128.68	125.69	125.39
Dust	149.64	141.32	126.30	125.92	125.23
All Secondaries	120.62	108.67	111.72	104.20	103.37

Cachar

CTC & DUST	2018-19	2017-18	2016-17	2015-16	2014-15
	Avg. (Rs.)	Avg. (Rs.)	Avg. (Rs.)	Avg. (Rs.)	Avg. (Rs.)
Large Brokens	119.82	108.83	107.44	101.99	104.97
Medium Brokens	130.11	125.87	119.43	118.05	119.20
Small Brokens	134.24	129.07	123.66	121.84	123.51
Fannings	132.26	125.11	119.46	118.78	115.32
PD	138.22	135.41	124.06	120.00	115.49
Dust	138.13	134.81	121.81	116.68	115.83
All Secondaries	117.14	106.75	107.24	93.80	98.76

Highest selling grades are in bold font



Category-wise percentage of Tea sold in Auction under different price range April to February

ASSAM : Estate		Below Rs.140	Rs.140-150	Rs. 151-160	Rs. 161-170	Rs. 171-180	Rs. 181-190	Rs. 191-200	Above Rs.200	Total %
Primary CTC	2018-19 %	27	11	10	10	9	8	6	19	100
	2017-18 %	30	10	9	8	8	7	6	22	100
Primary Dust	2018-19 %	19	7	6	7	8	9	10	34	100
	2017-18 %	20	8	7	7	7	7	8	36	100
Secondaries	2018-19 %	74	8	6	5	3	2	1	1	100
	2017-18 %	75	8	5	4	3	2	1	2	100
Total CTC+Dust	2018-19 %	33	9	8	8	8	7	6	20	100
	2017-18 %	36	9	8	7	6	6	6	21	100

Doors & Terai : Estate		Below Rs.140	Rs.140-150	Rs. 151-160	Rs. 161-170	Rs. 171-180	Rs. 181-190	Rs. 191-200	Above Rs.200	Total %
Primary CTC	2018-19 %	30	9	11	12	11	9	6	12	100
	2017-18 %	35	9	10	10	12	11	6	8	100
Primary Dust	2018-19 %	34	13	13	12	10	8	5	5	100
	2017-18 %	37	13	13	12	11	7	4	3	100
Secondaries	2018-19 %	74	8	7	5	3	2	1	1	100
	2017-18 %	74	9	8	5	3	1	0	0	100
Total CTC+Dust	2018-19 %	38	10	10	11	10	8	5	9	100
	2017-18 %	42	9	10	9	10	9	5	6	100

ASSAM : BLF		Below Rs.110	Rs.111-120	Rs. 121-130	Rs. 131-140	Rs. 141-150	Rs. 151-160	Rs. 161-170	Above Rs.170	Total %
Primary CTC	2018-19 %	9	17	23	20	14	8	5	5	100
	2017-18 %	26	15	17	15	12	7	4	5	100
Primary Dust	2018-19 %	5	6	13	21	16	10	7	21	100
	2017-18 %	9	10	15	18	13	9	6	20	100
Secondaries	2018-19 %	36	30	20	8	3	1	1	1	100
	2017-18 %	58	18	13	7	2	1	1	0	100
Total CTC+Dust	2018-19 %	12	16	20	18	13	8	5	8	100
	2017-18 %	27	14	16	14	10	7	4	7	100

Doors & Terai : BLF		Below Rs.110	Rs.111-120	Rs. 121-130	Rs. 131-140	Rs. 141-150	Rs. 151-160	Rs. 161-170	Above Rs.170	Total %
Primary CTC	2018-19 %	34	34	19	6	3	1	1	1	100
	2017-18 %	76	13	5	2	1	1	1	1	100
Primary Dust	2018-19 %	24	26	24	14	6	3	2	2	100
	2017-18 %	52	22	14	5	2	2	1	2	100
Secondaries	2018-19 %	62	23	8	3	2	2	0	0	100
	2017-18 %	87	7	3	2	1	0	0	0	100
Total CTC+Dust	2018-19 %	36	33	18	7	3	1	1	1	100
	2017-18 %	75	13	6	2	1	1	1	1	100

The Romance of The Burra Bungalow

"Neei baba Neei/ Makhan roti Chinni/

Roti Makhan Hogaya/ Chota Baby so Gaya"



By **Errol O'Brien**

Hauntingly beautiful, the romance of Tea still lingers in a verdant memory. The past still clamours for attention

The maid from the hills gently sing songing the baby to sleep.

I was sitting in the verandah of the Burra Bungalow of the Burra Sahib of Amgoorie Tea Estate. My relative, Roger Nyss was the Manager.

The chill of the early morning with the endearing call of the cuckoo, later watching the shadows of sunset with the growling prowl of a nearby leopard and dozing in the verandah. Did I hear the sound of hoof beats? The stopping of a horse drawn carriage, the tinkling feline laughter and footsteps up the verandah: "He tried to kiss me when his wife was not looking".

Was that a foggy frame of an apparition in the bungalow? Did I recall the club nights when the Assistants could not drink till their Managers lifted their glasses: To King and country! I remembered the underlings without cars having to walk back to their Bungalows from the club through narrow untrodden lanes as their Managers had left earlier.

The verandah overlooked a beautifully planned out garden with a variety of colours. The dahlias red, yellow and mauve with a two hand span radii, interspersed with crotons. The kitchen garden was at the back of the bungalow with spring veggies--- celery, dill, chives and aniseed. The fruit trees seasonal in abundance with litchis, mangoes, star apples, guavas and Black jamuns.

Hauntingly beautiful, the romance of Tea still lingers in a verdant memory. The past still clamours for attention.

It is to be recalled that the early tea gardens in India were fashioned by the Brits cutting through jungles and uncultivated areas accompanied no doubt by Indian labour. The flowing greenery of pruned bushes was theirs and without a doubt the architecture and the inner convenience of the Burra Bungalow a consequent extension.





The Burra Bungalows were the luxury homes of the Burra sahibs of the Tea Gardens. More than that, they were the status symbols of the Raj Tea Managers. Today they are of architectural and historical significance described as the Mati and Chang Bungalows.

The Mati Bungalows were so named because they were built at ground level. The Chang Bungalows were raised on stilts about ten to fourteen feet above the ground with a view to keep leeches, insects and snakes away.

A common plan encompassed these bungalows: Large spacious rooms with well ventilated ceilings, long verandahs with the planter's low easy chair and arms that fold in and out. There were majestic straight backs and low seats with cuddly swings.

The Women's Weekly magazine used to be posted up to the Memsahibs in the Tea Estates. There on the spacious verandah facing the luxurious garden sat the Darzee. The memsahib would leaf through the Mag and pinpoint the desired dress. Sitting cross-legged the Darzee would fashion the dress exceeding the craftsmanship of the London tailors. It was here where the dhobi offloaded the clean and pressed clothes; the bearer making the Hisab of purchases and here sat the travelling salesman with a variety of hot and sweet chutneys and the local Papads!



So exclusive was the design of the Manager's Bungalow at Maijan, it was called The WHITEHOUSE. It has an Imperial façade; its iron stilts were bricks and cement plastered from the base to the top flooring to transform into pillars.

This is the elegance of the Burra Sahibs bungalows. The British era for tea in India has long gone but life on the Tea Plantations has not changed much!



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