

**Publisher**

Lav Jhingan

**Advisers**

Nayana Goradia, Lal Raisinghani and Samar Sircar

**Executive Editor**

Lav Jhingan

**Editorial Assistance and Design Consultancy**

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

**Correspondent (South India)**

P S Sundar

**Correspondent (United Kingdom)**

Kalyan Sircar

**Mailing Address**

**Editorial & Marketing Office**

1&2 Old Court House Corner, Post Box No. 14, Kolkata-700 001  
Ph: (+91-033) 2230 7241/7242/4665  
Fax: (+91-033) 2230 5753/2210 4671  
E-mail: kolkata@contemporary.co.in

**Branches**

**Guwahati**

S Hazarika, 2A Centre Point (opp. Bora Service Station)  
G.S. Road, Ulubari, Guwahati-781 007  
Ph: (0361) 251 1052/252 4253  
Fax: (0361) 254 1119  
E-mail: ctlgau1@sancharnet.in

**Siliguri**

Arjun Mitra, STAC Building Mallaguri Pradhan Nagar, Siliguri-734 403  
Phone: (0353) 251 3095/251 3521  
Fax: (0353) 251 7752  
E-mail: ctlsil@sancharnet.in

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Arthroath at Keith and Blackman, my father came to India in 1931. He had

Finance, for the international manufacturing and activities of the Healthcare business take

me know it any payment is due on my part. I shall be happy to send the cheque.

I suggest that you bring out a directory which contains the addresses of all tea brokers and buyers of Calcutta, Guwahati and Siliguri which would be very useful. It could cost anywhere from Rs 200 to Rs 1000. You will be doing a great service to the trade.

Barry Kydd  
Califon,  
New Jersey,  
USA

Shashikant Maibtra  
Sangli, Maharashtra

## Dear Editor

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Wrong Cha

By Amit Kumar Bose



# Dear Editor

When CONTEMPORARY TEA TIME began its journey – albeit tentatively – on a December day in 1989, our publisher and editor did not have the faintest idea as to how many readers would actually get to read the magazine. When preparing for the next issue, we were overwhelmed by the response, conveyed through letters to the editor. Not only had the tea fraternity welcomed the magazine with open arms, they had extensively gone through the articles and given their valuable suggestions. Over the last 24 years these have been the backbone of our magazine and helped us to evolve into a journal of substance. The readership today is spread over several countries and has gone beyond the tea industry. In this issue we bring forth some of these precious letters that have given us the sustenance to live up to our readers' expectations and continue to do justice to the words 'Dear Editor'.

**Readers WRITE**

Dear Sir,

I write to congratulate you on the Contemporary Tea Time entering 20th year of publication. May the journal continue in the service of the tea industry for many more years to come. At the time of its launch, hardly anybody anticipated that it will last for so many years. It is your dedication – financial and otherwise – which has sustained the journal and brought it to its present quality where at the same time it can hold its own with other periodicals.

The December '08 – February '09 issue which is in hand contains as usual many interesting pieces. The Tea Day by Mr. Evert O'Brien was very interesting. Whoever imagined that Cameroon Highlands was located in Malaya, and not in some far off African country! Regarding question 8, which is on Ram Anand Kari whose business attitude has been a subject of case study like the Dalhousie of Mumbai, I suggest you might consider publishing a full article on the subject in a future issue. A new logo has read the news in the journal that like the Darjeeling and Assam logos, a new logo has been approved for Darjeeling and Assam tea. The news was published without the new logo. Perhaps we shall see the new logo in a future issue. Mr. Ali Jaman's piece on the Elephant Day of Tea (Mr. Arthur Mansfield Pattel), was simply fascinating, especially when associated with names like Mr. Peter Forest, Maham, Ramdang (Late) and Manjari Ahmed, and Mr. N. N. Ahal, Sopanani, et al. The articles on Assam and Charatni Chowk of Delhi were very informative and take you through the history and places for which both are famous. And what is more, the articles build the atmosphere of gaiety for which both are famous.

The eight page write up on 'The Golden Brew' forms the central piece of this issue. It sums up all the promotional efforts for tea in the last 125 years. The article is well illustrated, with Lipton's getting the lion's share. One missed the series of Books Band advertisements emphasizing the importance of tea leaves and a bud, which we see talks about these days. The work of tea promotion was carried on wherever people congregated, like fairs, exhibitions and railway stations which offered themselves as the places for obtaining wide publicity with comparatively low expenditure. In the early fifties, I have seen an enamel signboard – a hangover from colonial days – on an important railway junction, probably Amritsar Cantonment, which gave the message for tea as follows –

*Wudu lettering*  
*Genam Cha*  
*ganam meen chanda horta*  
*ganam meen parani horta.*  
 Evidently, the anonymous author was an Englishman long living in India who put down in his 'Pundarant' as she is spoke (by Englishmen living in India), what he thought were the prime qualities of tea.

With kind regards,  
 Yours sincerely,  
 T.S. Broca, former Chairman Tea Board of India



READERS WRITE

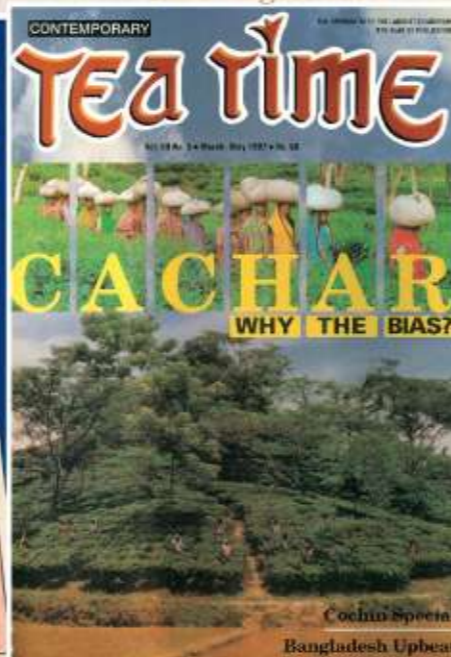


Good Job

I must congratulate you on your success with Contemporary Tea Time. Despite the fact that the industry is on the decline, you have done well in reviewing the very basics of the causes ailing the industry today. Your articles have also reported on the various aspects of value addition happening in our country as well as our neighbouring countries. These articles have given the encouragement and ideas in our own value addition process. Please keep up the good job.

R. K. Babaycon  
 Chief Executive  
 Tea Division  
 Andrew Yule & Company Ltd.  
 Kolkata

June-August 2003



You have rendered significant service to the tea producers of Cachar by highlighting their problems in your cover story. The problems facing the gardens are much more than what the contributors have mentioned. I hope the authorities will take note of the immense potential of Cachar and impact of their neglect over the years and take appropriate action.

S.K. Ghosh, Cachar

Cachar faces several problems. Drought extending to four months affects productivity adversely. Floods are annual phenomena. Telecommunications, Electricity supply needs a lot of improvement. Flights between Silchar and Calcutta are uncertain. The railways should convert the metre gauge line from Luming to Silchar to broad gauge immediately. Telecommunications should be improved. The state government should improve power supply and roads.

Often the wheat quota is curtailed by the supply department for reasons best known to them. Managements supply their workers ration both Atta and rice at highly subsidised rate of Rs. 0.54 per kg. The government should ensure that workers receive wheat. The forest cover is fast reducing Indian oil should fulfil tea gardens requirement of cooking gas.

Economic conditions of Cachar teas have not improved because of almost static prices over the years. To improve the prices, demand will have to go up. This can be achieved by increasing domestic consumption and export. We should explore export opportunities to neighbouring countries like Pakistan, Russia, Afghanistan.

In Rosekandy tea estate yield progression is about 10% per year over last decade. Some other gardens which have improved quality of tea are Aenakhall, Binnakandy, Pallorband, Roopacherra, Silchar, Borejalinga, Isabheel, Longai etc.

Biswaswari Mannal & Sons  
 Rosekandy

FROM THE EDITOR'S DESK



The response to the cover story on Women in Command has been impressive. We had acknowledged that the profiles we had published were not exhaustive. Nor have we closed the list. Suggestions are welcome. In fact, this issue carries the pen portrait of the lady who takes meticulous care of the Sri Lanka logo. Maxwell Fernando also has some interesting developments to report from Colombo. In an update,



PRIZE WINNING LETTER

Madam,  
 After savouring the saga of "Women in Command" flowing from page 12 to page 23 of your June-August '98 issue, I experienced throughout an overwhelming feeling of immeasurable energy and enthusiasm, just as one feels after "A Cup of Tea" - fresh and rejuvenated, all prepared to start one's day.

These women through their glorious work have bestowed me to the core; they have proved us females, through their pure pursuit of perseverance and perfection, that each and every woman has the seed of success secret in her, and which if she wishes to, she can with confidence and compassion plant in any field of life and reap a rich harvest of hope and honour and come out a worthy winner. Finally at the end of the day, "Women in Command" are also "Women in Demand".

Just imagine! life without Tea. Is like drowning oneself in the Sea!

Sincerely,  
 Madhulita Sinha  
 Radharani Tea & Estates (P) Ltd.,  
 Cateura.



Women In Command

TEA: THE ORGANIC WAY  
 PLANNING Y2K COMPLIANCE  
 THE RHINO FOUNDATION



Contemporary Tea Time ■ SEPTEMBER - NOVEMBER '98



**READER'S WRITE**

**PRIZE WINNING LETTER**

Sir,  
 I read with interest the item 'Hot in Cans' on Page 43 of your March-May '98 issue. As per the report given therein, canned tea is kept warm in heated cabinets, for sale to prospective drinkers. But what if somebody wants to drink hot tea during a drive, a mountain climb or a picnic? Carrying bulky and breakable thermos flasks may not be convenient. Why not self-heating tea cans? After all, if cola manufacturers can go in for self-chilling cans, using a heat-exchange unit located in the can's base (as reported in Beverage World International), I see no reason why the tea industry cannot invest in R & D to reverse the process and produce self-heating cans.

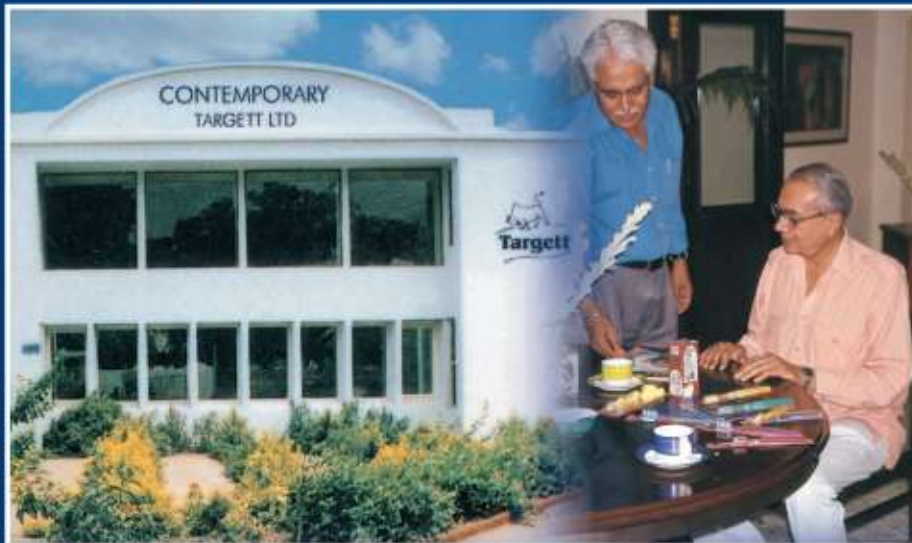
Any takers for this 'convenience - crazy' consumer idea?

Sincerely,  
 Brajendra Singh  
 3/1 Sarvapriya Vihar, New Delhi - 110016

June-August 1998

September-November 1997

Sometimes our readers have been critical, sometimes congratulatory. But their comments have egged us on to produce new stories and extensive coverage



## CTL Story

Your Silver Jubilee Special Issue is really that – SPECIAL. The entire history and profile of Contemporary Targett has been depicted excellently. The photographs are a treat to look at. They tell the story of Contemporary Targett on their own. The entire issue is of a very high standard.

With such good work, I am sure that one day I will be reading Tea Time Golden, Platinum, Diamond Jubilee .....

**Ashok N. Vakharia**  
Ashoke Tea Agency, Coonoor

Dec 2000 to Feb 2001

## No Shortcuts

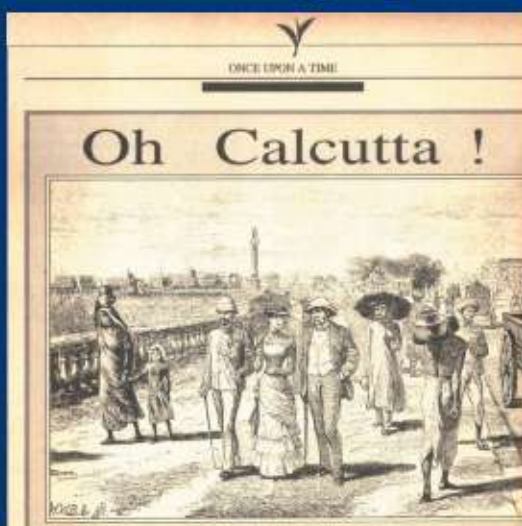
I am calling to thank you for having posted me your Silver Jubilee Tea Time Publication that I read with great interest. Your company no doubt has pioneered a new concept by providing a service link between the tea industry and the outside world. After all, your tea industry established by the British way back in the 1830s is regarded as the first attempt to propagate tea on a commercial scale. You acted as the trail blazers for Sri Lanka and others that followed.

There is always an inclination to ascribe luck to a flourishing business. Every company needs some luck, but the so-called lucky companies are those that have been prepared way ahead. I mean those firms such as CTL who have kept themselves in constant readiness to grasp each opportunity that came their way, always remembering that there are no shortcuts to honest business.

I take this opportunity to wish you and your gang of dedicated service-minded personalities all the best, and may you go from strength to strength in the years ahead. Your rise to the top in the different fields of activity you have undertaken during this short period has been unique. With Prafull at the helm, and with the assistance of a galaxy of inventive personalities in the world of trade and commerce at your service, new innovations are bound to unfold. I am sure you will grab all these opportunities with both hands.

*Maxwell Fernando*, Sri Lanka  
December 2000 - February 2001

Our Nostalgia pieces with archival photos have always been great hits. Tea folks have relished them and relived the 'koi-hai' days!



**Oh Calcutta!**  
The Illustrated London News

By the third quarter of the nineteenth century, Calcutta had, for the British, developed into a home away from home which was forever England. Since the time Job Charnock had stepped on the eastern bank of the Hooghly in 1660, the British had built for themselves a metropolis which was European in architecture, style and morals. As in London,

# We treasure the congratulatory letters from our readers received on our 10th and 20th anniversaries

## READER'S WRITE

### Fragrant bouquets for our 10th Anniversary



Madam,  
I have been regularly reading your "Tea Time" and have always found it more and more interesting, as well as informative. In such a short span of time of ten years "Tea Time" has probably become the largest circulated tea journal. Please accept my heartiest congratulations and all success for the future.

Sincerely,  
**V.K. Goenka**  
Chairman,  
Indian Tea Association  
Calcutta

Madam,  
I feel it is timely to place on record my thoughts on "Tea Time" magazine published by Contemporary Targett.  
As I understand, this is the only magazine dedicated completely to tea and not only is it informative and interesting, but also helps promote a sense of camaraderie within the tea fraternity. This has been one of the strengths of the 150-year old tea industry which is continuing to look stronger, as we step into the next millennium.  
Our congratulations to all.

Sincerely,  
**A. Monem**  
General Manager  
Williamson Mugur & Co. Ltd.  
Calcutta

Madam,  
It was good to hear that your magazine is celebrating its 10th Anniversary this year. It is indeed creditable specially in view of the fact that the mortality rate of tea magazines in our industry has been generally high! Apart from being the sole survivor, it is indeed creditable that key, relevant and issues which require focus are covered distinctly and adequately.  
Our best wishes for the future.

Sincerely,  
**Arun Grover**  
Sr. Manager, Commodities  
Hindustan Lever Limited  
Calcutta

Madam,  
I am happy to learn that Contemporary Tea Time is celebrating its 10th year of publication. I fully endorse your views that over the years the magazine has developed and evolved into a distinct voice of the industry reflecting the views, trends and happenings of the tea scenario in India and abroad.

Contemporary Tea Time not only provides, like its name candid views on the tea industry but it also includes some excellent articles on the history of tea and the plantations etc. Your focus on individuals who make news also makes interesting reading. The tea industry is passing through a critical phase of globalisation and I wish the magazine more years of success.

Sincerely,  
**S.M. Kidwai**  
Managing Director  
Tata Tea Ltd.  
Calcutta

Sir,  
I have been reading "Tea Time" for many years now and it has always proved to be a very informative and interesting magazine. It is perhaps the only exclusive tea magazine in

circulation at the moment and we always look forward to reading it. The articles deal with tea giving much useful detail and also consist of old stories of planters and plantations which make the magazine all the more interesting.  
I wish to congratulate Tea Time on their 10th Anniversary and wish them many years of success.

Sincerely,  
**Michael Tissera**  
Tea Tang Ltd.  
Colombo, Sri Lanka

#### A note from the Resident Editor

Though I joined Contemporary Targett just a year ago, I feel I have been with Tea Time forever. Always an avid tea drinker, now I am endlessly entranced by the tea saga—the gardens, the planters, the auctions, the variety of taste and flavour. I hope to be here still celebrating the romance of tea in Tea Time, when the 25th anniversary rolls around!  
With my sincere good wishes to the warm and wonderful tea fraternity, for the festive season and the New Year.

Sincerely,  
*Lee Nanyang*

Madam,  
I was very pleased to read your article about the Assam Rhino in your June-August issue creating general awareness about the wild life in Assam. This is particularly important in view of the recent floods experienced in the natural habitat of the wild life in Assam, where over hundreds of protected animals were lost.  
I have also noticed a marked improvement in the quality of the magazine. My best wishes for the 10th anniversary.

Sincerely,  
**D.L. Thapar**  
Director - Tea  
The Assam Co. Ltd.  
Calcutta

Madam,  
I am happy to learn that Contemporary Tea Time is celebrating its 10th birthday. I am aware of how difficult it is to keep an industry-specific publication interesting for readers, over a period of time.  
It is to the credit of the publishers of Tea Time, that it has grown not only in size but also the quality of its contents which undoubtedly make it a most readable and informative magazine. In fact, I eagerly look forward to the issues and do take this opportunity to wish the Tea Time team every success in future.

Sincerely,  
**Deepak Atal**  
Managing Director  
Bossell Industries Ltd.  
Calcutta



Madam,  
Referring to the cover story "WOMEN IN COMMAND" in your June-Aug '98 issue, has really shown the true achievement of the women in the Tea Industry. From Plucker to Managing Director, everywhere they have shown their ability & skill. As the tea industry is known as a men-dominated industry, these women have changed this opinion. Women are not only tasters, but are buyers, exporters, heading entire organisations and have also stormed the final frontier, that is, planters. Their interviews and the story of their achievement will surely help the other women who are looking at the industry with fearful eyes.

Sincerely,  
**Rajnish Kiran**  
Dept. of Tea Management  
North Bengal University  
Dist. Darjeeling 734 430.

Contemporary Tea Time ■ DECEMBER '99 ■ FEBRUARY '00 ■ 5

Calcutta had its vast open park, the Maidan, at its heart. And the Hooghly river breeze brought along with the salt air, as did the Thames, an aroma of spice and tea.

The British built Fort William in 1712 and the first theatre opened in Lal Bazar in 1745. The Old Court House or the Town Hall came up in 1727. Government House was completed in 1803, Grand Hotel by the 1870's.

The pictures show public buildings had been created to appear awesome, the grandiloquent style heightened by the Palladian facade and columned doorways: to intimidate with an impression of power without the need to exercise it.

We reproduce rare scenes of old Calcutta specially sent to us by the Illustrated London News which has completed 150 years of publication.



## OH! Calcutta

You seem to have a knack of getting hold of interesting drawings. 'Oh! Calcutta' was delightful as were the drawings of Cochin by Usha Nayar in an earlier issue. You must continue printing them.

**Timothy Williams**  
New Delhi

September 1993

May 1993

Contemporary Tea Time





We have tried to highlight tea companies — large, medium and small — through research, interviews and reports

## TATA TEA ON COVER

The picture of the beaming child on the cover of the September, '95 issue was a happy introduction to the story on Tata Tea's future. I have had occasion to visit Munnar where almost all the gardens are owned by Tatas. What impressed me most at that time was the special concern displayed by the company for its employees. A contented work force is as much a heartening aspect as the financial results of the company, which of course are impressive. I recall an occasion when some legislator mentioned in the Kerala Assembly that the relevant understudy team had little to improve on the welfare programme of Tata Tea.

K. S. Pillai  
Kottayam

December '95 - February '96



Madam,

I am a regular reader of Contemporary TEA TIME which is brought out not only with the latest news on tea industry, future forecast and subjects related to tea, but also with columns on sports, book review, cinema, medicine, interviews with eminent personalities and interesting world events in India and abroad. Such wide and varied features, with valuable reading material, make Tea Time quite enjoyable and attractive.

On completion of ten years of its publication, I wish Contemporary TEA TIME and its personnel, who have been instrumental in bringing out this nice magazine, successful growth, attaining newer heights in the days to come.

Sincerely,

**Alka Bangur**

Peria Karamalai Tea And  
Produce Co. Ltd.  
Calcutta

March - May 1999



On 12 July 1948, at New Delhi, the first Indo Russian food agreement was signed. India would receive 50,000 tonnes of wheat. In return it would supply 11.5 m lbs or 5,000 metric tonnes of high grade tea. The Tea Controller of India, acting for the government, soon invited offers for the supply of 4,250 tonnes of North Indian tea from the 1948 crop. Of this quantity, 69% was to be Assam, 30% Dooars, 5% each Cachar and Darjeeling, divided into 30% whole leaf and 70% broken. The delivery was spread evenly over September - December. The prices and the procedure were to be similar to those that applied for supplies to the British Food Ministry.

In order to offset the quantity supplied under the wheat-for-tea barter agreement with the Soviet Union, the Government of India in 1949 contemplated a reduction in the shipments to Britain. The Soviet purchases removed from the Calcutta market tea of a quality suitable for Canada and the U.S.A. Some in the trade felt that this would put Indian tea at a disadvantage in the hard currency markets. This conflict between barter and hard currency trade increased as the volume of trade with the Soviet Union went up. In the agreement signed in 1949, 200,000 tonnes of wheat and 100,000 tonnes of other foodgrains were to be exchanged for tea, jute and castor oil.

December 1991

Prafull Goradia

### READER'S WRITE

I have read with interest the September - November issue of "Contemporary Tea Time".

Your coverage of the visit of the Indian tea delegation to Russia, the article on the Russian tea market, and the professional approach to the problems faced by Indian tea in the world market deserves appreciation.

**R.S. Jhawar**  
Chairman  
Indian Tea Association  
Calcutta

Dec 1999 - Feb 2000



READERS WRITE

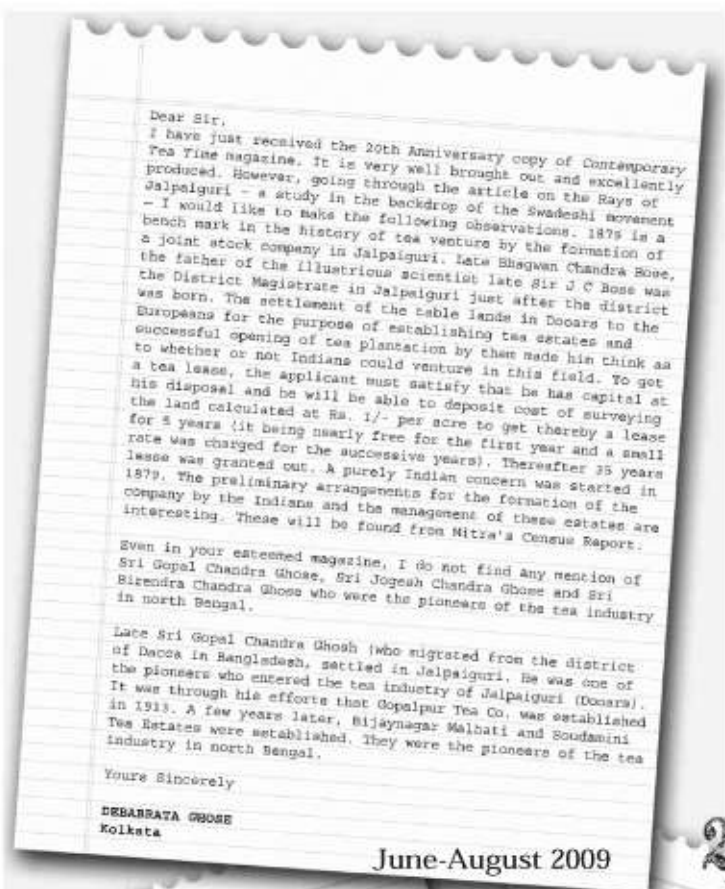
KUDOS TO ATC

• I must congratulate you on your cover story in the June issue putting in perspective the achievements of the Assam Tea Corporation. To me its most significant success is in nursing back to health its sick gardens which otherwise would have left a human problem of considerable dimension. This would not have been possible as you rightly point out in the absence of men without vision and commitment at the top. The article pinpoints the singular factor that has contributed to the ATC's excellent performance when it says "it is the man on the spot who matters." The man on the spot is in the line from the manager to all pledged to a new work ethic.

ATC has shown the path to corporate success but its growth is a signpost to what our state can achieve given the same level of commitment.

D.S. Sharma  
Dibrugarh

September 1994



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The 20th Anniversary Issues

COVER STORY



# Readers from home and abroad have kept in touch with us through the Readers Write column

## Readers WRITE

Dear Sir,

I am a subscriber of your Tea Time magazine for nearly a decade now and read with great interest all the articles that are published in each issue trying to keep myself abreast of the latest developments in tea industry as well as to know about historical events. Your last two issues of March - May and September - November, 2009 (I seem to have missed out June-August), celebrating the 20th Anniversary of your esteemed magazine made me nostalgic about the events that took place during my service career with the Tea Board as Market Liaison Officer and Director of Tea Promotion from 1977 to 1995. (Prior to that, I was Export Manager of TICI 1974 - '77 and later on Representative of Projektwerkstatt, Germany from 1997 to 2009).

I wish someone could write good articles (which I am not capable of) on events/issues like -

a) Mr Toby Flaming of Lipton USA threatening to stop buying Indian tea after one of his consignments was forced to pay Export Duty of Rs 5 per kg imposed by Government of India (Mohan Dharia was Commerce Minister) in 1975 - '76(?), after his teas had left Calcutta Port about two weeks back from the date of imposition of such Duty. It became an international issue at that point of time. ....

With kind regards,

Yours sincerely,

Ashoke Sengupta  
Kolkata

Dec'09 - Feb'10

I have just received a copy of CONTEMPORARY TEA TIME and am fascinated by its contents. You should have started it a decade ago. However, it is never too late and I am sure in the two years of its existence it has become extremely popular in the tea world. The unique feature of this journal is its excellent mix of views, nostalgia, features and focal articles on policies that affect the trade.

You have made it into a publication that people would like to buy from a news stand. I really wish it could be more frequent, but being in the business of publications one knows what a tall order this could be. I look forward to reading the future issues.

Rita Bhimani

Calcutta

March 1992

I have received six issues of your most excellent Contemporary Tea Time magazine. I find it most interesting, specially to see my half photo on page 21 of the March 1991 issue. It was at the time of the C.T.T.A centenary celebration and of which I was Chairman at the time.

I started in tea in 1937 when I was posted to Jutlibari, then to Gairkhata, to Lockartowal which is now in Bangladesh, to Gillanders office for a short while before joining the Indian Army, to Calcutta again for some three months in 1946, to Selimbong for a 15-month acting, to Anandabag for a six-month acting, Betjan and finally to the Calcutta office until 1969. After leaving India, I joined the King William Home group comprising the Dooarsico Singlog and Empire of India companies. After the takeover and a difficult period I became Chairman and Executive Director of the three companies until the Caparo group took over. I continued in their London office for the following two years.

I had a wonderful life in tea with a few ups and downs, but great fun. Your magazine has brought back many memories with articles and pictures of people I knew well.

George Whitaker

England

June 1992

Thank you for the bit of historical information provided by the Taster's Diary. It shows that Indians should be grateful to Lord Curzon not only for preserving Taj Mahal but also for telling planters of his time to initiate the locals to the cup that cheers. Happy coincidence of the Curzon linkage with the Taj Mahal and tea. Wah! Taj. It was also interesting to know from the Garden Profile that an admiring planter in the South had named his garden after Curzon.

Kamala Doshi  
Bombay

December 1996

# Our coverage of other tea growing countries has evoked a lot of interest in our readers

Dear Sir,

My hearty congratulations for the well written and comprehensive coverage of all aspects of tea in the "Emerald Isle" of Sri Lanka in the June - August 2012 issue of *Contemporary Tea Time*.

After publication of Country Reports of tea development in Kangra in the first issue of International Journal of Tea Science (IJTS), republished in *Contemporary Tea Time*, five well written papers on tea in China in the second issue, country report on tea in the United States of America in the third issue and coverage of tea in Bangladesh in the fourth issue, Sri Lanka would have naturally received priority over others in one of the early publications of the IJTS. But after seeing your excellent coverage of tea in Sri Lanka we have decided to put on hold our proposed chapter on tea in Sri Lanka, at least until the end of the series, which would be several years hence.

Once again, please convey hearty congratulations of the IJTS team for the excellent informative chapter on tea in Sri Lanka, published in the *Contemporary Tea Time*.

Yours Sincerely

(N K Jain)

Advisor

International Society of Tea Science

September 2012



On 9 September 1889, Chang Chih-Tung the acting Governor of Kwang-Tung province, addressed a memorial to the Emperor of China. His specific plea was for the government to set up a cotton mill in his province. But he justified the project by the need to reduce the drainage of wealth out of China. Too much silver was going out of the country. In 1888-89 the value of the outflow was £10.5 million. The reason was a failure in the export of tea and silk. The governor complained that India had taken in hand the production of tea on a large scale. "At one time, the profits to be derived from tea and silk were the exclusive monopoly of China, but of late these profits have already begun to fall, so much so that the tea planters and silk-weavers are suffering, the welfare of the people is daily deteriorating."

The governor was not alone in bemoaning the displacement of China tea by the Indian variety. While lecturing to the students of the London Hospital, Sir Andrew Clark said "Indian tea has become so powerful in its effects upon the nervous system that those who take it actually get into a state of tea intoxication." He went on, "If you want to have tea which will not injure and which will refresh, get black China tea." It was Sir Andrew Clark who in the course of this lecture in 1891 phrased the dictum 'The cup that cheers but not inebriates is black China tea'. The bias for China tea was long to live. In August 1906, the Government of India concluded a press communique with the remark that doctors at home (Britain) are advocating the use of China tea as containing less tannin and being consequently more wholesome. The subject of this communique was the withdrawal of import duty on Russian sugar in reciprocation of the repeal by Russia of its surtax on the import of Indian and Ceylon tea.

# CHINA CHARM

By PRAFULL GORADIA



December 2005

## Readers WRITE

Dear Sir,

I enjoyed the last issue of *Contemporary Tea Time* on China, the cradle of tea. Do carry more such stories on the history of tea trade focussing on particular regions or countries. The change in the quality of paper that you use has added a touch of class to the magazine.

D. Chanqkija

March 2006

COVER STORY





We have kept up with the times and covered topics like tea research, tea advertisements and tea drinking trends

## Readers WRITE

To  
The Editor  
Tea Time  
Kolkata

Dear Sir,

I must compliment you for the high quality of your magazine in both content and print. I rate it the best in the category of tea magazines and always look forward to the next issue.

Yours faithfully

A.Barbora  
Senior Manager  
Kondoli Tea Estate

March 2011



Dear Sirs,

May I take this opportunity to thank you for an excellent publication. I have enjoyed all your issues and look forward to the next 3 years - and more.

I have my own tea business which retails and wholesales quality teas and in particular, teas from Assam, Darjeeling and the Nilgiris. It is unfortunate that the market in UK is dominated by four large packers whose only concept of marketing is one of price and therefore mediocre or of very poor quality. As a result demand is declining but there remains the potential for good quality teas.

The other factor which dominates the market here is ethical trading initiatives and the variants on offer make for confusion so far as the consumer is concerned, and, I suspect, the tea producer.

It would be interesting if you could analyse both these issues to help make clearer where the tea market is going and if you require more information, I can try to assist.

Yours faithfully,

Director  
Stephen Kitching  
Wallingford Tea & Coffee Co. Ltd., UK

December 2007

Dear Sir,

The March-May 2011 issue of *Contemporary Tea Time* is an excellent readable publication - contents ranging from bio-fuel crop Jathropa to "Wistful Thinking" the memories of a tea planter. Congratulations!

I am particularly impressed by the exhaustive coverage of Tocklai's Century of Relevant Research on integrated pest management. (They kept so quiet about it that nobody knew and I thought they had relegated it to the dustbin of history.) If only Tocklai found a way to bring home to the industry the relevance of the success of bio-pesticide research towards protecting the crop that has been increased by a century of Tocklai's production research and saving in the process at least a part of the Rs 9000/- per hectare per year estimated expenditure on pesticides in tea, thus getting Indian exports a competitive edge in the market of residue free quality tea! They would then regain the past trust of the industry and Tocklai's pristine glory of the yesteryears will return.

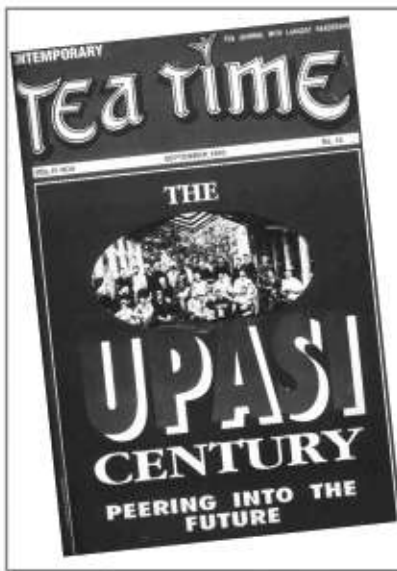
Thanking you once again for the excellent issue of the *Contemporary Tea Time*.

Yours sincerely,

(N. K. Jain)  
Adviser, Former Director, Tocklai, TRA, Jorhat  
Founder Director, IHBT CSIR, Palampur  
Former Consultant (Jt Secy Gr) to Government of India

June 2011

We have tried to focus on all the important events and landmarks of the industry



The CONTEMPORARY TEA TIME magazine has once again come out exceedingly well, that too at the most opportune time of Upasi Centenary. The spread as well as the quality of the contents has made this magazine very rich in its intrinsic value. It is like "TIME" magazine, a privilege for a planter to carry "TEA TIME" while travelling.

N. C. Kankani  
Sholayar

December 1993



Readers WRITE

Dear Sir,

It was a pleasure going through the cover story '150 Years of Auction Action' in the December 2011 - February 2012 issue of Contemporary Tea Time. We have been taken on a journey - that of the evolution of the tea auction system that is at the same time illuminating and interesting. My Early Days in Tea by Prafull Goradia was like the special spice that makes a dish outstanding. The anecdotes have brought back a certain period to life and we, the readers, have had the benefit of great enjoyment.

M Jalan  
Mumbai

March - May 2012

There are so many more letters from our dear readers that we would have liked to include in this coverage. Alas! Space constraint forced us to be selective. Maybe, some time in the future we shall be able to bring out a full volume of letters to our Dear Editor. Meanwhile, keep conveying to us your news and views. Your criticism is as valuable to us as the pats on the back.

COVER STORY



# The CHA Project

Discussions and debates in quaint Chinese tea houses over simmering cups of green tea in the snaking lanes of Kolkata's Chinatown may soon be a reality. A project aimed at preserving the heritage of the Indian Chinese community in the city and to create an eco-friendly and economically viable arts-heritage-food hub will provide a much-needed facelift to Chinatown.

Titled 'The Cha Project' or tea project, the venture will help preserve Old Chinatown (Tiretti Bazaar) and will focus on developing the New Chinatown (Tangra) that houses Kolkata's 4,000 strong Chinese community, the largest in the country.

"It will be an urban regeneration initiative as well as a tourism opportunity. It will not only attract tourists but people from the city itself. Basically, it will recreate the old Chinatown days," said G M Kapur, state convener of Indian National Trust for Art and Cultural Heritage (INTACH).

The Chinese have been coming to India from the time of scholars Fa Hien (4th century) and Huen Tsang (7th century) – some might even have settled in India, making it their home. But it was not until

the 1700s that the Chinese began settling in discernible numbers. Written documents from 1778 mention the first Chinese settler in India – a man named Atchew.

The first Chinese to start settling in the city were runaway sailors and the

## KOLKATA'S CHINATOWN

indentured servants mentioned in a letter from Atchew to Governor General Warren Hastings. The city, being a major port, played host to many Chinese sailors on their way to, or returning from, foreign lands.

They would stop in the city and wait for the ships to carry them to their destination. Journeys by sea were slow and the ships infrequent, so many months had to be spent ashore. While they waited for their ships, they looked for work in the city. Some of them might have eventually stopped their seafaring ways and settled in the city.





## SET FOR REVIVAL

As part of the initiative by INTACH and the State Government, quaint traditional Chinese tea houses will be built across Chinatown to boost the culture of the community.

"There are plans of building tea houses which will serve as cultural centres," said Mr Paul Chung, president of the Indian Chinese Association.

The most striking features of the proposal are heritage centres and a museum that will showcase the history of the Indian Chinese through series of architectural reconstructions, dioramas and layered photographic backdrops, all enhanced by audiovisuals using photographs from different periods.

"We do not have a place to display our history; our people are keen to have a museum in Old Chinatown," Mr Chung said.

Displays of personal everyday objects and old documents and records, contributed by members of the community, will serve as artefacts in themselves.

The landmark Toong-on temple of Blackburn lane in old Chinatown, built in the 1920s, that had the very popular Nanking restaurant (shut down for more than a decade) as one of its tenants, might also be converted to a heritage centre.

"We are awaiting the go-ahead of the State Government. The concept has been designed and the proposal has been submitted," Mr Kapur said.

In 1910, the Chinese community was pushed to the fringes of the city, where they established leather gardens for the tanning industry. This place would later come to be known as Tangra, (also known as Dhapa or New Chinatown)

Periods of disorder in China – the first Opium War in 1840 and the revolution in 1991 – saw waves of Chinese migrating to India. By the 1930s, the number of women and children in the community increased considerably. Chinese men were now bringing their families with them.

There was also a burgeoning Indian tea industry that needed trained workers, which led to a further increase in Chinese immigrants. Soon the Chinese, though essentially an insular community, became part of the city's, and to a lesser extent Bombay's (now Mumbai), melting pot.

Hakka tanners and shoemakers, Hupch dentists, Cantonese carpenters and restaurateurs, all left their lasting stamp on both cities.

In 1939 the Japanese air raids on the Calcutta docks caused considerable damage and loss of life. World War II in Asia saw an interruption in the flow of Chinese migrants to the city.

During the Calcutta riots of 1946, the Chinese played a conciliatory role, keeping violence under check in old Chinatown.

The Sino-Indian war in 1962 changed the equation forever. This period saw the Chinese diaspora being arrested, restrictions placed on free movement, the Indian citizenship of those who had acquired it being revoked and other clamps on civil liberties.

For the city's Chinese, life in every way – social, cultural, religious and most importantly, economic – was disrupted. There was even a stop to traditional ways of celebrating festivals – dragon and lion dances disappeared from the streets for many years – and marriages were low key.

*Source : The Statesman Kolkata*

