

CONTEMPORARY

TEA TIME

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TEAQUIZZY



By **Errol O'Brien**

QUESTIONS

1. Which Indian tea won an award in a Paris contest at the first edition of "Teas of the World"?
2. The devastating earthquake of 1904 broke the backbone of the Kangra Valley and a specific kind of growth known as Kangra Tea. Name the place that was developed for the Tea Plantation.
3. The 'Land of the White Orchid' is a hill station that encloses an area of the world's most expensive Teas. Name it
4. What do these formats involve-----Tea estates visits, Witnessing Tea Tasting and processing sessions and a stay at the Manager's bungalow
5. Which Beverage House has a separate tea menu that highlights Hot and Cold and frozen sips, selected hand- picked and whole leaf teas which are blended and served with natural flavours
6. What kind of an art is Tessomancy
7. Identify the Term : Tumsong Chiabari
8. What is the difference between a sip and a slurp in Tea Tasting
9. Not all the planters during the British era in Darjeeling were British or Scots. The Wernicke- Stolle dynasties were Germans. Which estates amongst others did they open first
10. "The leaves are like crystal gold. It was a work of art." Which garden's record breaking price was described as the Epitome of Assam Records?

Answers: 1) Giddaphar Spring Wonder. 2) Palampur in Himachal Pradesh. 3) Kurseong. 4) Tea Tourism. 5) Starbucks Coffee House. 6) The art of predicting the future by reading the design of wet tea leaves. 7) It is the wood paneled home of the Estate manager and the Bungalow at Tumsong. Chia means Tea in the Nepalese language. Bari means house. 8) A sip allows just one composite taste while the slurp projects a jet of liquor to enter the mouth activating all the taste buds simultaneously. The composite taste is dissected into specific compartments and each one is felt independently. 9) Lingia and Tumsong. 10) Manohari Tea Estate with a record breaking price of Rs. 39,001/-



Selling teas to China reminds one of the famous adage of sending Coals to New Castle. However even with China acknowledged as the largest producer of perhaps the most varieties of teas, it is emerging as a growing market for Indian Teas. We carry two articles on the markets in China and how their trade and industry is being proactive.

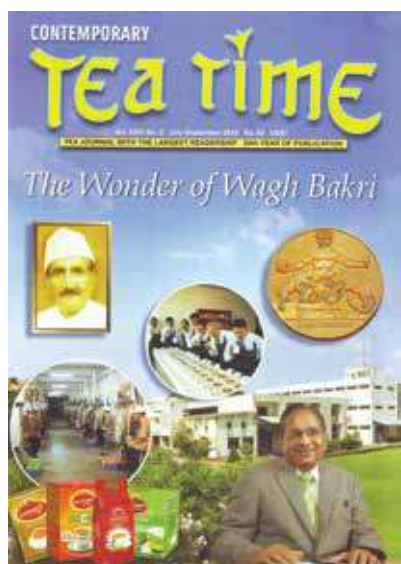
On the global production and supply side, the Asian development Bank is working closely with the Sri Lanka Government in a plan to revive their ailing industry, which has been overrun by stagnant global prices. On this we shall bring you a report in our next issue. Also in the next issue, we will be interviewing business leaders, specifically on their vision of the tea Industry a decade hence.

Consumption must out pace production for the industry to thrive. And now, with, at its operational helm, a dynamic pragmatic leader, we are bound to witness thrusts in the global markets, led by the Tea Board. India has exported over 251mkg of tea in the last calendar year, a record and we are sure we should be able to gain back many of our lost or diminished markets, in the coming years.

Always on a positive note and wishing all our readers compliments of the season.

A Nandkeolyar

*Consumption must out pace production for the industry to thrive.
And now, with, at its operational helm, a dynamic pragmatic
leader, we are bound to witness thrusts in the global markets,
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Innovation is helping tea business face challenges



By P S Sundar



Some varieties of Chaat served with varieties of tea at 'The Chai Wala'



Some varieties of tea at 'The Chai Wala' in Coonoor.

Diversification and innovation have been the key to success of progressive-bent organisations engaged in tea manufacture and trade as they keep pace with the challenges evolved from the changes in consumer preferences. Three such instances merit highlight for their contemporary contribution.

One such success story has been scripted by Avataa Beverages which produces innovative and speciality teas from its well-maintained Billimalai Estate located at 6,400 feet above sea level in The Nilgiris. Thanks to them launching a new product, domestic tea connoisseurs will henceforth be able to enjoy the benefits of turmeric mixed with green tea.

"Our recently launched 'Turmeric Green Tea' has become highly popular in the USA. Domestic consumers of our Tulsi, cinnamon and vanilla green tea have been requesting for the Turmeric tea also to be made available in Indian markets. Now, we have fulfilled that demand", Avataa Director G Udayakumar told me after dedicating the new pouch to the home market.

"We have used actual tender turmeric pieces with green tea in this product. So, it gives natural turmeric fragrance and colour. Besides, it comes with the health benefits of both green tea and turmeric. Housewives in our country have been using turmeric in their kitchen for unfathomable period of time. Our test drive with some of them gave us positive feedback to dedicate this product to health conscious homes in the country", he detailed.

"The uniqueness of this tea is that it gives turmeric fragrance when sipped but leaves tea as aftertaste fragrance", Udayakumar noted.

Tea Board had served Avataa teas in Olympics. Recently, it created history in the tea auctions by fetching an all-time high price in the entire South India for its green tea.

"We have now launched the Turmeric Green tea in consumer-friendly 100 gm packs. The tea can also be obtained through amazon.in in India and amazon.com in the USA and elsewhere. We also have co-branding facility and wedding gifts with bride and groom names printed on the gift packs", Udayakumar added.

"Our innovative products in the pipeline include Saffron Kahwa where green tea is mixed with saffron, spices and flower petals. Another variant of this is lemon grass and mint mixed with green tea. Our objective is to add healthy spices and herbs to enhance the health benefits of green tea", Udayakumar disclosed.

This year marks the Silver Jubilee of the Agro-meteorological observatory at Palaniappa Tea Estate in Colacambay, some 25 kilometres from Coonoor.

We have used actual tender turmeric pieces with green tea in this product



Palaniappa Estate Executive Director Ashwin (left extreme) explaining the working of the met observatory to the visitors.



Bhavana Vakharia (middle) with Sradha (left) and Ekta (right) showing the newly introduced 'Gujarati Thali' and other cuisines at 'The Chai Wala'.

"Although discerning tourists have been visiting our observatory and benefiting from the scientific knowledge relating to meteorological readings and their applications to tea plantations, general agriculture as also the weather pattern for tourism interest, this outfit still remains a less-known facility among the tourists at large. So, we are using this Silver Jubilee occasion to dedicate our observatory for the benefit of the tourists to enrich their understanding and appreciation of this science in the service of farmers", M Lakshman, Managing Director, The Devashola (Nilgiris) Tea Estate Co Ltd., which owns this observatory, told me.

"This is our contribution to the agricultural world. Visitors need not pay any entrance fee", he noted.

The observatory is located in a compact enclosure at Palaniappa Estate, some 4,500 feet above sea level. Technically speaking, its latitude is 11°16'N and longitude is 76°46'E.

"The readings from our observatory are regularly fed to the UPASI Tea Research Foundation and eventually to the Government's Indian Meteorological department. The readings are also published by UPASI as data taken at Palaniappa Estate observatory", Devashola Executive Director Ashwin Babu said.

"In 1993, we began this unit with a rain gauge, open fan evaporimeter and a Stevenson Screen. Later, we added anemometer, sunshine recorder and soil thermometer", he disclosed.

Visitors, especially new to meteorological science, find this observatory simple enough to understand the application of these readings for the benefit of farming besides tourism.

Ashwin takes the trouble of showing the visitors around the observatory and explains the function and use of each equipment and willingly clarifies any

doubt visitors raise.

The Stevenson Screen, for instance, helps the visitors understand the use of wet and dry thermometers to measure the temperature as also to approximately forecast the temperature with a study of the maximum and minimum thermometer recordings.

Many visitors are surprised to see the elaborate way by which rainfall is measured and linked to the evaporation thereby creating a nexus to the moisture content or humidity which are essential barometers for tea plantations besides tourist movement.

Tourists are equally interested to see the anemometer perched on top of a pillar. This not only indicates the direction of the wind because of a pointer compass but measures the speed of the wind. Anemometer is a common instrument in weather stations but admittedly less known to many visitors.

Likewise, the sunshine recorder is another big attraction to the visitors. Perched on top of another pillar, visitors can climb a few steps to see for themselves how the sunrays scorch the reading paper kept inside the equipment. When Ashwin explains the way the readings are taken, visitors learn the impact of sunshine on tea plantations besides tourism.

The route to the observatory is itself interesting with herbs, medicinal plants and rare species greeting the visitors all along.

"The plantation here is located on 650 acres. We have many traditional types of accommodation for the tourists", added Ashwin.

Another innovation is visible at Raj Tea Traders established by the Gujarati Vakharia family which has been trading in bulk tea bought at the auctions some 44 years ago. "Later, we added 'Raj Nishant' packet teas to our business. Soon, realising the void for the

The readings from our observatory are regularly fed to the UPASI Tea Research Foundation and eventually to the Government's Indian Meteorological department.

Another innovation is visible at Raj Tea Traders established by the Gujarati Vakharia family which has been trading in bulk tea bought at the auctions some 44 years ago.



Avataa Director Udayakumar explaining the features of his new product 'Turmeric Green Tea' at Billimalai Estate, near Coonoor.



CTTA Chairman Nishant Vakharia with his varieties of tea at 'The Chai Wala' in Coonoor

tourists to enjoy a good cup of varieties of tea, we have recently opened 'The Chai Wala' at Bedford in upper Coonoor on the way to the UPASI", Nishant Vakharia, who is Chairman of Coonoor Tea Trade Association, told me.

His brother Jatin Vakharia who runs a business in modular kitchen, tiles and interior designing has added value to 'The Chai Wala' by furnishing with chairs and tables made from tea and coffee stumps. Guests' enjoyment doubles when they learn that they are drinking tea variety sitting on a real 'tea chair'!

Again, adding to the ambience is the decoration on the walls with original photos of The Nilgiris clicked by Nishant's brother-in-law Dhruv Ashra.

Nishant has displayed tea pots and tea cups on shelves to give a feeling of real tea room.

"We serve a cup of white tea or green tea, normally not served in common restaurants. These are in addition to other varieties including lemon tea, ginger tea and masala chai. The cups themselves are made of glass and are attractive", Nishant said.

"Some of these teas are from the premium collections of the speciality teas from Avataa Beverages. Consequently, guests can now enjoy a cup of such premium 'White Tea' for just Rs 30 and 'Green Tea' for just Rs 20 per cup at our place", he noted.

"And, to cater to the common tea drinkers, we serve 'Cutting Chai' at Rs 10 per glass tumbler! In other

words, we make available to the guests a choice from the regular chai to the speciality tea", Nishant summed up.

Guests can enjoy the tea with Chaat, pav Bhaji, Vada Pav and Gujarati snacks at 'The Chai Wala'.

"With many visitors asking for Gujarati meals, we have now launched Gujarati vegetarian Thaalii at 'The Chai Wala'. I, along with my daughters-in-law Ekta and Sradha, prepare the food at home ensuring two essential aspects – the food is totally home-made and prepared in the way it is traditionally cooked in Gujarati homes providing authenticity to the dishes", Nishant's mother Bhavana Vakharia, who is President of Sri Gujarati Samaj, Nilgiris, told me.

"Our Thaalii generally comprises Puran Poli, Fulka, Kichadi with Kadi, two subjis, Paatra and Khaandvi. We have a long list of menu providing different options on advance notice. This includes five varieties of rice, ten varieties of breads and five varieties of dhal. Gujarati plain or methi Thepla with spices adds to the uniqueness of the dishes", explained Ekta Vakharia.

"We prepare special Gujarati curry 'Undhyu', a mix of seasonal vegetables and dumplings simmered in a mildly spiced gravy, besides some 15 varieties of curries including the Punjabi gravy Chole and Latpatta Aaloo Baingan Pyazz", Sradha Vakharia shared.

"All these in addition and along with tea!", Nishant's father Dilip Vakharia added.

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KRISHNA RAJYA

By **Prafull Goradia**

And so, in our search for an India, by Indians that would work best for Indian people, we elect the governance that Krishna exemplified. No, not Krishna the calendar boy of popular perception, nor his birthright or divinity, but Krishna, the military strategist, the general on the battlefield and the statesman with an astute political mind. There is, of course, all this and more to Krishna, but few know that he was the finest of political and military strategist.

Krishna clashed with the imperial tyrant Jarasandha of Magadha, upon whom he inflicted defeat in 17 consecutive battles. Yet he was wise enough to realize the limitations of his Yadava or Shurasena Confederacy and to migrate from Mathura to Dwaraka in Saurashtra, now the round peninsula of Gujarat. Without assuming kingship, Krishna developed the entire coast into one of the most flourishing regions of the world in his time. He did resort to his own kind, the Yadavas, one of whose tribes was Vrishni, to help him establish a dharma rajya, a central empire ruled on principled lines to defend and ensure that no foreigner or asura successfully invaded Bharat. Till the practitioners of his vision lasted, no alien conqueror could enthrone himself in Bharat.

When the Kurukshetra War was over, the victorious Pandavas headed by Yudhishthira approached him for further guidance in governance, Krishna asked them to approach their grandsire Bhishma. Although it was Krishna who had masterminded the Pandava Victory, it was upon his exhortation that the Pandava brothers, on whose shoulders now rested the responsibility of the empire, finally turned to Bhishma, a famed repository of political acumen, to lay down the rules that must govern rulers. As for the central empire of his choice, its capital was to be Hastinapura.

The Ideal ruler, the grandsire of the Kurus said, is one who strives to pay the debt he owes to the people whose welfare and well being have been reposed in him. His governance must be both honest and transparent, always open to public scrutiny. The king has to exercise ultra caution in the protection and welfare of the learned and the wise, as it is their merit and wisdom that provides the template for governance and policy making in the service of the people.

Rulers are not to desist from the use of force either in the maintenance of internal security or in meeting external threats. Populism and excessive familiarity are prescribed to a ruler, as they open him up to the influence of favour-seekers and sycophants, and could lead to the possibility of subversion and the decline of the administration and the state itself. A ruler too aloof, however, is not what is required. He must always remain accessible, so that people may make known to him any miscarriage of justice by his administration or officials



who do not hesitate to make common cause with outsiders with malignant intent.

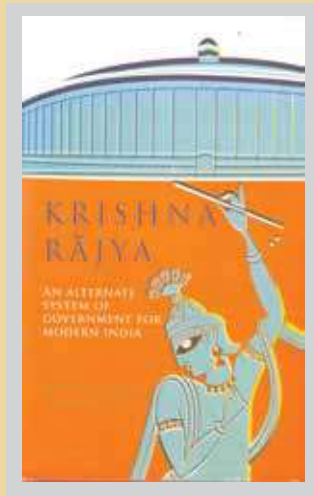
Industriousness is held to be not only a prime but imperative virtue. Rulers who ignore endeavour and seek pleasure in the trivialities of life over learning are to be shunned. Rulers are enjoined to enter peace treaties in the pursuit of the interests of their kingdom, but must also keep their armies, forts and treasuries in a constant state of readiness for war. An ideal state must combine resolute defence, involving information-gathering of actual or even potential enemies, with diplomacy. It should seek alliances with stronger states when necessary, pitting internal strength against external threat. Thereby military setbacks, if any, for such a king or ruler would be only temporary.

Stress is laid on a powerful and prosperous kingdom that is capable of protecting dharma and ensuring its people's well being. Indeed, the absence of such a kingdom is a virtual invitation to anarchy and the prevalence of adharma. Residing in a country without a benign and strong king is akin to collaborating with evil. A Kingdom is therefore exhorted to develop and maintain the requisite military strength and also an effective espionage network to enable it to carry out its duty to the people it governs.

The necessity of a sound council of ministers and officials is laid down for the administration of the state, with due emphasis on such a cabinet being an eclectic mix of all sections of society. Elaborate penal codes for various offences were recommended in the dharma rajya Yudhishthira sought to establish. Economically, a state has to pursue prosperity not for the sake of perpetuating a ruling dynasty, or an oligarchy but only for the greater good of the people.

In the modern period, Krishna's outlook on statecraft is often mistaken for a Machiavellian paradigm of the capture and preservation of power, but this is an uninformed view. War and strategy were an integral part of Krishna's life, and he demonstrated his extraordinary grasp over them from a very young age at Gokula, Vrindavan, Mathura and later when the threat of Jarasandha forced him to write his people's history anew. The political and cultural situation in the India of his times made him think about the future of the land and its people and he realized early in life the need for a unified and powerful central state, which alone could safeguard dharma and the indigenous way of life. His

leadership of the Yadava people in their migration from Mathura to Dwaraka, the stymieing of Magadhan conqueror Jarasandha and the extinguishing of the threat of the Yavana or Greek invader Kalyavana and the West Asian alien settlers along India's western coast were ample evidence of his strategic thinking. Krishna's choice of the Pandavas over his own kin to carry forward his mission of a united dharma rajya revealed his knowledge of character and consequent foresight about the realm's political future. Save for Yudhishtira and his brothers, the adherence of other rulers of the time to the principles of dharma were at best contrived and at worst non-existent.



Here are extracts from the Chapter, By Indians for Indians. This is to give the reader a glimpse of what he would encounter as he delves into the book.

Excerpts

One would recall that the prime objective of this monograph is to discover a system for Indians, of Indians and by Indians. A socio-eco-political system largely depends on the substance of the country's constitution. Until the system suits the Indian genius, it cannot motivate or even activate the people.

The country's Constitution was undoubtedly the result of a great deal of hard work. It is the longest in the world and therefore the most comprehensive amongst all constitutions. But (the above) given chronology clearly proves that it is a system designed and built by the British until they handed over power in 1947. Thereafter, eminent Indians led by Dr. B. R. Ambedkar completed the Constitution in the course of four years.

Hindus rulers in ancient centuries did not have anything written down which could play the role of a constitution. The three prime duties of a ruler were to protect the citizens, to protect the state's frontiers from invaders and to appoint his successor or the yuvaraja. For the rest the state was run in step with

traditions and the principles of dharma.

Evidently, the 1950 Constitution was an interim document hurriedly put together so that the country did not have to be governed without a national document. It was never meant to govern an independent country with an intention to develop so that its people's potential can fully blossom. To recollect, we had as a skeleton for our Constitution the 1935 Act. In fact, most of the laws made during British rule were made with the primary intention of governing the colonial empire and not an independent country that wishes to go forward.

To the Constitution, was added bits and pieces from various constitutions ranging from the United States to, of course, the Westminster in Britain, to Switzerland, Soviet Union and so on. Little wonder that we have had to propose amending the Constitution 120 times in a matter of 65 years. The United States, in sharp contrast, through its 240 years, has amended its Constitution only 26 times. In other words, they had probably thought through it longer than, perhaps, we were able to do. But, be that as it may. Let us not tinker with it now and continue to slap fresh amendments on our Constitution. Let us rewrite a new national document by Indians, of Indians and for Indians.

We need in our country, minimal government, not a lot of government, certainly, the opposite of totalitarianism. Yet, our Constitution happens to have 595 articles, most probably more than any other national document.

The Swiss Constitution is supposed to be a very long one, it deals with even gambling dens, lotteries, cattle diseases, sickness, burials and so on. Yet, it finishes in 123 articles. The Constitution of Japan, which is again a detailed one, has 103 articles and, incidentally, it has a new document called Shova Constitution inaugurated in 1947 and it has not had a single amendment. Communist China already has its second constitution. The first one was written in 1954 and the second one was inaugurated in 1978. The Constitution of the United States has only seven articles which go to show how brief things can be. As we said, they have had only 26 amendments, despite being such a brief constitution.

If the Constitution is to help economic development, one all important factor to be remembered is the diversity of our people.

Keeping in mind the enormity of the country and its population, a three tier system of governments should be ideal. There ought to be a federal setup or the Centre, the states and finally the larger districts or smaller tow districts. The states need not be large. The size of say, Karnataka or Gujarat, should be about the maximum desirable administratively as well as, as we have seen, from the viewpoint of the country's integrity.

TRIPURA TEA STAKEHOLDERS' MEET HELD ON 06.09.2018 AT PRAGNA BHAWAN, AGARTALA



Tea tasting session ongoing



Niladri Saha, Contemporary Brokers

This meet was organized by Tea Board Regional office, TTDC Managing Director and Chairman. Representatives and owners from different Garden/Estates, Small Tea Growers, Auction Brokers, Local Buyers & Exporters, ITA & TRA attended.

Discussions included strengths and weakness of Tripura Tea, industry, including crop, quality, yields. Teas are produced with minimum use of chemicals and pesticides, in Tripura. Therefore there is scope of exporting these teas to various countries, it was opined.

Other common issues discussed by the stakeholders was development of the Tripura Tea Industry. Some points like introducing of a Tripura Tea Logo, enhancement of quality produced, branding and proper marketing of these teas through North Indian auction centers was discussed in length.

Introduction of mechanization in the garden was also suggested as there are some gardens already using these systems, successfully due to paucity of labour.

Possibility of production of organic green tea and specialty tea and their prospects was also debated, as there are many small growers producing these varieties of teas.

The problems faced were difficulties in transportation and scarcity of coal.

Establishing of a centralized warehousing facilities for various estates, and a TRA laboratory has been requested from the stakeholders to the Tea Board.

The meet concluded with an interactive session organized by Contemporary Brokers which was conducted by S. K. Dutta and Niladri Saha. This was appreciated by all.

A Tea Time Report



Mr. K C Baishya, Deputy Director of Tea Board Guwahati with S K Dutta of Contemporary

P.S.E.I Annual Golf Competition Held on 9th March, 2018 at Tollygunge Club



Victor Banerjee, Swapan Dutta, Mamta Bhargava, Deepak Atal Winner of the Bruno Cup Overall Winner

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Tea Our Favored Friend



By Kalyan Sircar

In good time or bad, tea is there as cheerful friend to comfort us, to inspire us, to console us, our tender first and last resort.

Recently, in London, there was another attempt by terrorists to crash a car against the Parliament buildings near Westminster, and killing members of the House, policemen, people who happened to be there, and damaging property.

Soon after the incidence (which failed) an anxious newspaper reporter expecting some fearful response from the people, heard: "O well, we get up, have a cup of tea and carry on!"

There was an attempt to dispense with the age-old custom of Tea Break in one-day cricket match, the reason being 'the pace of modern life.' Irate, the Chairman of Hartlepool Cricket Club wrote: "Here in the North Yorkshire and South Durham Cricket League - the second oldest cricket league in the world - we have celebrated the cricket tea by inaugurating an award for the club which is judged by the umpire." The Chairman added: "The tea interval is an essential part of the rhythm of a day's cricket and add greatly to the pleasure of the occasion. It is enjoyed not only by the players but by the supporters, umpires and scorers. However busy we are we should make time for tea. It deserved to be savored and celebrated."

Explaining further another lover of the game wrote: "I feel the discussion on cricket teas is missing the most obvious point. As some one who has been playing cricket for nearly sixty years, the interval is primarily designed for having a rest and putting the world rights - it has little to do with food. In a league match of 45 overs, if one opens the batting and has a decent innings (praise be) then it's quite possible to be on the field for 90 overs. Hence "the tea interval."



The tea interval is an essential part of the rhythm of a day's cricket...



They suggest that we go for fermented food, like kafir, tempeh, and Kombucha tea.

The love for tea, rather for one's Tea Cafe, can lead to bitter rivalry between the owners. For the story we go to a small village in Norfolk. There are two tea cafes, two bitter rivals. The village council with a community protection notice steps in banning one owner even looking into the other's premises. Kerry Radley faces a twenty thousand pounds fine if she stares at Prima Rosa Cafe.

The dispute began when Ms Radley opened her cafe and shop in August 2014. She says that signs advertising her business, Radley's', were smeared with dog faeces and a fake online review was posted under the name of a dead paratrooper claiming that he had bought out-of-date crisps from her shop. Says Ridley:"I was ridiculed online and some were calling my children half-breeds." She had lived in the village for about 20 years, and had invested 75 thousand pounds.

In May 2015 Martin Nudd, a councilor of the parish, and his wife , Judith, opened up the Prima Rosa tea room just yards away. Mr. Nudd said he "had found it best not to comment in order to prevent inflaming the situation." He said he had "no idea" of Ms Ridley's business plans when he put in a bid for the premises in April 2014. Councillors of the parish said they had received complaints about Ms Ridley "causing anxiety" to Mr. Nudd and his wife. In June 2017 officials sent a letter saying that they were "satisfied she was responsible for persistent and unreasonable conduct."

The council's legal team accused her of taking photos of people using the Prima Rosa cafe, posting negative comments on social media about the premises and its owners, and removing their advertising from around the village.

It added that she had been "aggressive and intimidating" towards the cafe's suppliers and customers as well as trying to frighten the owners by staring inside - something she is now banned from doing. Ms Ridley says she is the real victim and denies any wrong doing . She had to close her cafe. " The conditions of the CPN order are just ridiculous - I cannot drive down the road in case I look at Prima Rosa. It's crazy because I need to look left, which is where Prima Rosa is, to pull up safely outside my property" She has appealed against the order and the court hearing is pending. Her cafe remains shut.

Worried about the hardened arteries and numerous cardiovascular diseases? Here is what is found by researchers of King's College, London. They suggest that we go for fermented food, like kafir, tempeh, and Kombucha tea. This is because the greater the diversity of "good bacteria" in our digestive systems, the lower the risk of hardened arteries cardiovascular disease. Make sure you select food fermented with bacteria, not vinegar:"there appear to be benefits from foods like kefir, tempeh and Kombucha tea, four to five times a week."

The lesson is crystal clear. Make a good cup tea from good tea leaves(not tea Bag!), and drink without milk and sugar, and relax.



GOLDEN GIRL FROM JALPAIGURI



Swapna Barman, Gold Medalist, Jakarta Asian Games 2018 is from Patkata Jalpaiguri. Her mother is Temporary worker in Jogopur Division. Jogopur is a division of **Danguajhar Tea Estate**, belonging to **Goodrick Group Ltd.**

Reading Tea Leaves: Traditions on the Boil



they prefer their tea, deduced via an eight point shade card complete with regional variations. That more than half of those surveyed opted for shades in the middle of the chart is hardly surprising. But the point to be noted is that teabags dipped into mugs are now the default method, signaling the imminent extinction of traditional china tea pots with cups and saucers there, moreover, as Indian style masala chai gains ground in western hot beverage markets, insipid teabags versions may soon feel the heat too. The fact that 22% of Britons do not drink tea at all should also be seriously examined by pro-Brexiters. Only 64% of Indians drink tea and prefer a darker coloured brew, and teapots have mostly disappeared. However, boiled loose tea rather than teabags remains the desi norm. Tea in India is also more egalitarian and generous when it comes to the proportion of milk and sugar in the brew with the skin, or lactoderm, that forms over the beverage-especially at wayside stalls-signifying quality and abundance of dairy. But that is not everyone's cup of tea, of course

Britons, for some misbegotten reason, still assume that tea is British. No wonder that they make a fetish about their cuppa, including the perennial debate over whether to add milk before pouring tea or after. Now, a recent survey has revealed exactly how milky

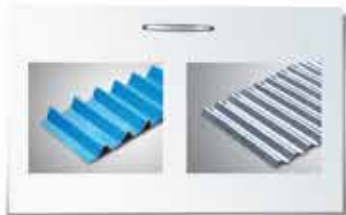


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Interview with Deputy Chairman Tea Board



Mr. Arun Kumar Ray, IPS, Deputy Chairman, Tea Board

Tea Time interviews

Mr. Arun Kumar Ray, IPS, Deputy Chairman, Tea Board

Q1: We see an appreciable perception change now, in how Tea Board views the Tea Trade. More facilitating rather than controlling. Please comment on your Policy. Also a few words on the Ex Estate Sales portal.

Reply: Following the policy of Government of India “Minimum Government, Maximum Governance”, Tea Board would like to accomplish more of advisory roles than controlling one. Given the proliferation of small tea growers, hand-holding of small tea growers towards better production technologies and linkages to markets so as to enable them to move up the

value chain will be the future endeavour of the Board. Tea Board is also working on ex estate sales portal for which the Board is in the process of evolving an approach paper for comprehensive understanding of ex estate sales.

Q2: The Tea Board as you know, was originally established to promote Export of Tea and encourage tea drinking in India. However, during the depression there was an excess of exports from the various Tea producing countries and it was decided that each country restrict their exports and a tea export quota came into being for each Producer. Tea Board then started monitoring these quotas, which incidentally were tradable. Subsequently, there was an increase in domestic consumption. We, as a country probably consume the largest volume of quality tea. Now with supply now outpacing demand, and hence low price realization to the producer, do you feel the Tea Board needs to once again play a focused role of promoting Tea Drinking more than anything else?

Reply: Yes. The domestic consumption has grown from 77 Million kgs in 1950s to 1091 Million kgs in 2017. With ever increasing production, it is imperative that generic promotion is set into motion at the earliest. It has emerged from a study done by Tea Board that children in the age group of 1-12 need to be encouraged to drink tea by publicizing the general health benefits of drinking tea as health benefits of tea is well established.



Following the policy of Government of India “Minimum Government, Maximum Governance”, Tea Board would like to accomplish more of advisory roles than controlling one.



Tea Board is providing platform for the buyers and sellers to showcase their products at their convenience.

Q3: There has been growth in exports. But with Kenya and Sri Lanka being totally dependent on exports as they do not have a domestic market, how successful can we be? What, in your view is the way forward to increasing exports? We do have a history of embarrassing our overseas consumers by putting export bans and Export duty apart from having had a rupee rouble trade in 1978 with a 'forever' 'fixed price of the rouble at Rs. 18. When the rouble was worth only a few paisa we still carried on resulting in the obvious;; Historical hurdles are some barriers to entry. The Sri Lankan Tea Board has been singularly focused on Export promotion, with great global positioning of their "Ceylon Teas". So much so, that one point in time they sold a "Ceylon-Darjeeling Tea"

Reply: Tea Board is taking care of the Darjeeling GI Logo. On the export front, we are still a bulk tea exporter and not a value added tea exporter. While other competing countries like Sri Lanka and Kenya are totally dependent on exports, India has a huge domestic market. In view of the increasing production, the quantum of exports needs to go up further in order to keep the equilibrium between domestic demand and supply. Hence, it is imperative that focused attention is accorded to tea exports. In the last year, exports have risen by 5.1% and an additional 3 Million kg was exported. The highest ever export of 251 Million kg was achieved.

Q4: CTTA/GTAC/STAC in N India, have been set up by the Trade for the Trade. They have formulated rules and regulations, yet these associations have to refer mundane issues to the Tea Board to obtain its permission. While on policy matter, this is understandable but on operational matter is it necessary?

Reply: As the industry is aware, when the manual auction switched over to electronic auction system very little innovation was embedded into the system. As such, Tea Board is working towards complete reform of auction mechanism with the help of IIM Bangalore and NSE IT. The USP of Tea Board auction is immediate payment (T+1) to the seller with Zero default.

Q5: The composite Estates are becoming increasing unviable competing with a different business model which co-exist, namely the BL factory. Tea are sold in the same market, and while a BL can make profits at Rs. 150, as leaf prices vary, the composite estates make losses even at Rs. 170. With increasing small growers and BL factories, what are possible solutions? Would you be open to suggestions from the Industry to solve this dilemma?

Reply: Tea Board and Government of India are fully cognizant of suggestions from stakeholders. The larger industry has to embrace small tea growers in terms of money, technology and is helping them in establishing market linkages. The tea estates led by major business houses hold primary positions in branding and marketing of tea both in India and abroad. This makes the tea industry more competitive and thus retains its position in the globalized world.

Q6: Tea prices are a function of Demand and Supply, to quote the ITA Chairman. During the cropping months, August Sept Oct, 50% plus tea are manufactured in N India. The balance 50% is produced over the next nine months. Our weekly consumption is roughly 2% of our annual consumption. Should not the weekly supply too be restricted to this requirement? And to help in Cash Flow for the producer should not alternate finances from other sources be allowed to them, but routed through their own hypothecation accounts?

Reply: Tea Board is providing platform for the buyers and sellers to showcase their products at their convenience. Weekly restriction of supply at this point in time may not augur well for the producers. While there are many options available for the tea gardens owners for availing their finances, they may also approach the settlement bankers for extending finances.



3 Tea Community Girl Students Crack International University Selection Test

By Special Correspondent

Dibrugarh, June 9

Three girl students from the tea community did the state proud when they successfully got admitted to the prestigious Asian University for Women (AUW) located in Chittagong, Bangladesh. AUW is an international university where students from entire Asia including the Middle East are admitted strictly on merit basis. All of them are almost on full scholarship and course fee for 5 years amounts to Rs.52 lakh.

The Indian Tea Association, Assam Branch and the Assam Chah Mazdoor Sangh (ACMS) were instrumental in training the girls to succeed in the selection process.

Global Buyers Uneasy about Continuity of Darjeeling Tea Supply

A R News Service

Kolkata, June 15

Demand of Darjeeling teas abroad in the first five months of the year declined to 7.5 lakh kg compared to 8 lakh kg in 2017, down by 6.25%. The unit price realisation remained almost similar to last year.

According to Darjeeling Tea Association, foreign buyers are cautious as importers from the UK, Germany and France experienced a stoppage of supply due to the 104 day old political agitation in the hills in 2017. Continuous rainfall since the beginning of the year also is a worry for second flush production of Darjeeling teas.

Nepalese teas, which had made incursions into India and the global market in the absence of Darjeeling teas, are in demand this year with a 10% increase in prices. However, the domestic demand for Darjeeling teas is quite strong.

Kalimpong Hills to Diversify to Coffee Production

By Special Correspondent

Darjeeling, July 6

The Gorkhaland Territorial Administration (GTA) decided to step away from the century-old production of Darjeeling Tea and grow coffee in an area over 345.72 acres in Kalimpong district. The product will be branded as Kalimpong coffee. The GTA identified 407 growers in four village clusters of Kalimpong and will invest Rs.2 crore initially. It already ordered for 7.20 lakh coffee saplings from nurseries in Karnataka out of which one lakh sapling of the Chandragiri variety arrived.

The GTA expects coffee to be a good alternative to not-so-profitable traditional cash crops such as ginger, cardamom and oranges. The farmers will be trained by experts from the Coffee Board.



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We Help Make Better Tea ©

The 17th Dr. Amidas Goradia Debate at The Indian School, New Delhi



Sir Dominic giving an inspiring speech on the importance of Debate in a Democracy

The 17th Dr. Amidas Goradia National Inter-school Debate in English was hosted by The Indian School, New Delhi. Forty one school teams from six states and one SAARC country participated. Dr. Nayana Goradia, Vice Chair-person, extended a welcome to Chief Guest, His Excellency Sir Dominic Asquith KCMG, British High Commissioner in India. Other dignitaries from the School governing body were Chairman Prafull Goradia, Managing Committee Chairman Shyam Divan, Madhavi Divan, Director Lal Raisinghani, Deputy Director Brinda Shroff, Principal Tania Joshi.

Dr. Goradia said, "Ever since the Magna Carta, debate has been elevated to a fine art in England" and added that school was privileged to have Sir Dominic, a fine debater himself, having inherited his talent from his great grandfather, Sir Herbert Henry Asquith, Prime Minister of Great Britain from 1908-16. The Indian School also sets a great store by debate, believing it to be the bedrock of democracy and good governance.

Sir Dominic gave an inspiring talk on the history of debate and the great role it has played and continues to play in sustaining parliamentary democracy.

Guest of Honour, Namita Gokhale, noted writer publisher and director of the Jaipur Literature Festival, lauded the School for keeping alive the Indian tradition of vaad-vivad. Paranab Mukherjee, well-known knowledge resource curator chaired this prestigious event, which is dedicated to the memory of Dr. Amidas Goradia, ancestor of the school chairman.



Prafull Goradia with the winning team



Madhavi Goradia Divan among the audience



H E Sir Dominic Asquith KCMC, British High Commissioner in India being greeted on arrival at The Indian School.



A student has a question for the Chief Guest



L- R Shyam Divan, Prafull Goradia, H E Sir Dominic Asquith KCMC, Nayana Goradia, Lal Raisinghani, Brinda Goradia Shroff and Tania Joshi, Principal

In 1958, a five year degree course was started in allopathy for the first time in India. Five boys joined the class, of which Dr. Amidas Goradia scored the highest marks. This made him literally the first allopathic doctor to qualify in India.

Each year, for the last 17 years, The Indian School organizes this debate not only to provide a forum to ignite young minds but also to promote Excellence in Learning.

The Debates have been chaired by distinguished people ranging from Heads of colleges to the Vice Chancellor of

Delhi University, from the Head of Election and Planning Commissions to Diplomats, Parliamentarians and members from the world of Art, Culture, and Media.

The preliminary round was a combination of extempore and turncoat. The concepts ranged from insomnia versus sound sleep, Karl Marx versus open market, fast food versus slow food etc. Each team constructed a motion based on one of the two concepts given. The Indian School triumphed, but being the host school, gallantly passed the rolling trophy to the runners up.



Sir Dominic with participants representing 41 schools

Arunachal cuppa sets a global record at Rs 40k/kg

On July 24, the auction centre fetched a whopping price of Rs. 39,001 for a kg of specialty boutique quality orthodox tea from the Manohari Tea Estate in Assam's Dibrugarh district.



"Today, the GTAC has broken its own world record auction record when Golden Needles of Donyi Polo Tea Estate was sold at Rs. 4000 per kg through pan India auction (sale No. 34) by Contemporary Tea Brokers," a source said. The tea was sold to Assam Tea trades in Guwahati.

The 'Golden Needles' tea is made with only newly sprouted tips. The Yunnan province in China, which is just across the Arunachal Border in its east, is known as the cradle of 'gold tip teas'. This variety of tea has small buds which are carefully plucked and leaves, which have a golden coating, are soft and velvety. The liquor of this special tea is sweet to taste and has a rich aroma.



By Special Correspondent

A special tea variety at Rs. 39,001/Kg: how growers sell, buyers choose

The price fetched by a variety of speciality tea-Rs. 39,001 (The Indian Express, July 26) – has been described as a world record by the Guwahati Tea Auction Centre. How is tea, Including this variety, auctioned?

Seller & Buyer

Manohari Gold Speciality Tea is produced by Manohari Tea Estate, Dibrugarh, and the line that fetched the record price was sold by Contemporary Brokers to Saurabh Tea Traders of Guwahati. The variety was prepared by CK Parashar under the guidance of Rajan Lohia, owner of Manohari Tea.



Manohari Gold Speciality Tea sold by Contemporary Brokers

Why Auction

"Auctioning is the best way to know the value of the tea. If only the buyer and seller interact, the true value might not be known. But in auctioning there are brokers involved who even taste and give their opinion," said Dinesh Bihani, secretary of Guwahati Tea Auctions Buyers Association. Many brokers are certified as tasters by the Tea Board.

India has six tea auction centres-kolkata (the oldest, set up in 1861), Guwahati (1970), Siliguri, Kochi, Coimbatore and Coonoor.



China : The Growing Black Tea Market (Part 2)



By **Sachin Verma**

India currently vies with China as the world's biggest packaged tea market. In 2017, India consumed a total retail volume of 678,200 tonnes worth of packaged tea, followed by China in second place at 576,800 tonnes. Traditionally, Chinese consumers prefer fresh tea in loose formats so that's why it trails behind India. Mintel research reveals that in 2017, most Chinese consumers (78%) were frequent users of freshly brewed loose tea. Ready-to-drink (RTD) tea drinks also enjoy high penetration in China, with half (49%) of Chinese consumers identified as frequent RTD tea drinkers. Tea bags, on the other hand, are frequently enjoyed by 45% of these Chinese respondents. Looking beyond top-level market sizes and consumption figures, there is an interesting new tea culture brewing in both hot and ready-to-drink tea, fuelling global and regional innovation activity. In China, the door is open for tea to adopt an 'energy drink' status; as many as two in three (65%) drink RTD tea when doing outdoor sports (eg jogging, playing football, cycling) while 58% drink RTD tea when doing exercise at gym or sports centres. India & Sri Lanka is ideally placed to take the advantage of this new trend as the globally reputed supplier of quality orthodox black tea. Since 2010 to 2016 period, the growth of Chinese tea exports to the world has been calculated at an annual 1.4%. In direct contrast, the annual increase of foreign tea imports to China during the same period has been registered at 14.3%. This implies that, China is bound to import a larger volume of black tea during the years to come. Sri Lanka who exported only just over one million kilos to China in 2010, has supplied 10 million kilos of Ceylon Tea in 2017. Further, Sri Lanka is the leader in the Chinese tea market in respect of the imported tea segment effectively relegating Vietnam and India to the second and third positions.

With young people adapting to new habits of tea consumption, the market is growing at a steady pace. "Traditional tea cannot satisfy the demand of young Chinese consumers born after the 1980s anymore. Lipton is established as the up market brand leader in China. Its low-end tea bags are hip among the Chinese young and Lipton markets aggressively to them. Brands are new to China's tea industry, which has always been marked by local distribution and regional and pedigree names. Currently, more than 70,000 Chinese tea maker enterprises operate in China. However Lipton, owned by Unilever from the UK, is the most popular brand and holds the largest market share in China's tea market. What Lipton can do that Chinese competitors have not done historically is to build a sophisticated business system, including sourcing, production, branding, cost control, and R&D. Most Chinese tea makers are small and each business tends to focus on its limited area. When Lipton entered the Chinese market in 1992, it brought with it the business acumen related to controlling the



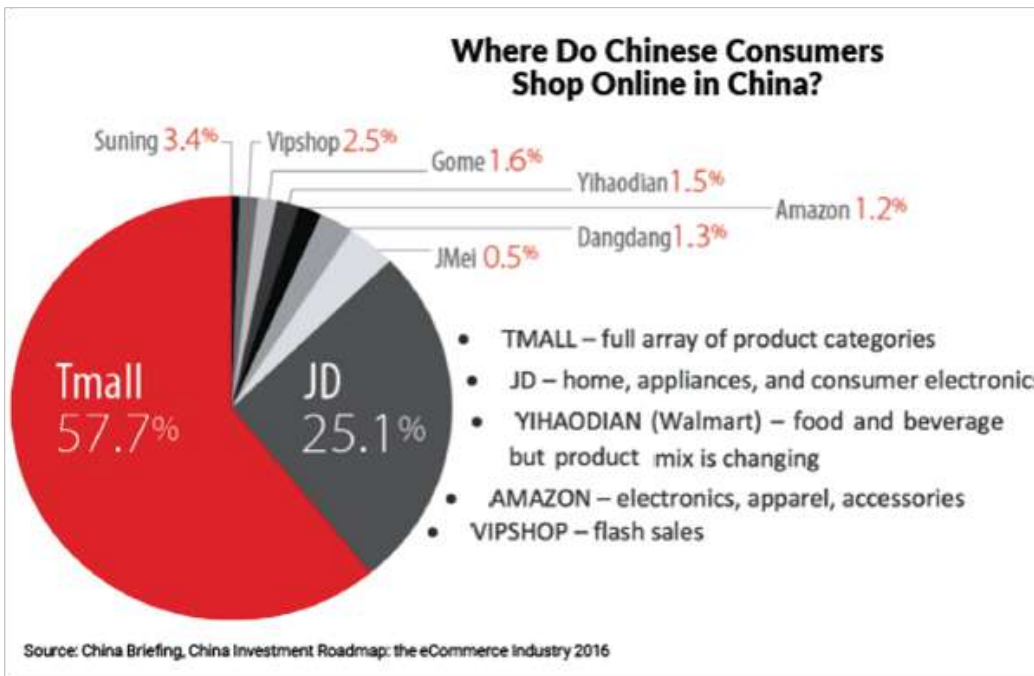
entire cultivation, production, and distribution process. Western marketing techniques had also taught them how to build a brand. More than just selling tea, they had a clear vision of becoming a market leader in China and doing so by developing mutually supportive business systems that helped them reach every corner of the market while also building brand awareness among Chinese consumers.

Many foreign brands still try to sell from abroad or will produce product in China, ship it abroad, and then have it shipped back for sale, dramatically increasing cost for the Chinese consumer. By producing everything in-country, Lipton not only greatly reduces its cost, but is able to build political good-will among both the government and the people by, in a sense, becoming a local brand. In 2008, Lipton was one of the first international brands advertising online and on mobile in China. Not only that, but they were one of the first to identify e-commerce as one of the fastest growing markets in China, enabling them to position themselves

quickly as an industry leader in the online marketplace. This local set up also allows Lipton to gain a deep understanding of the Chinese market and to respond to act quickly to meet the needs of the Chinese consumer. Their brand building spans Chinese films, TV, and fashion magazines in a way that Chinese consumers understand and relate to.

As we all know that Alibaba is the largest e-commerce firm in the world. Its business-to-consumer Tmall has close to 400 million active customers. More and

more tea companies are seeing it as a vehicle for gaining a presence in China's complex market. Examples include the negotiations by the Sri Lanka EDB to distribute Ceylon teas, Tata's contracting to sell Tetley tea bags, and the small British luxury brand, Whittard, using Tmall to highlight its "Britishness" in the Chinese market. Tata sees Alibaba as a key part of its strategy for targeting "white spaces," markets like China and Malaysia where it has no presence. "People [in China] are getting bored with that green tea and the hugely ritualistic aspect of making tea. In fact, they are now wanting tea bags, which is considered aspirational. Waitrose supermarket chain sells its Earl Grey tea on Tmall.





opportunity



B2C mode will dominate the future market

China Inbound B2C e-commerce expects to account for **39.9%** share of total China Inbound e-commerce/2018



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Potential

VS

Challenges



Lack of Brand Reputation
Difficult to obtain trust from customers with unknown brand



Customer Services
Language barriers and cultural difference increase the difficulties for customer services

Source: Ministry of Commerce & General Administration of Customs

The ready-to-drink (RTD) tea market in China has huge potential and growth projections. Due to consumers' traditional health associations and perceptions to tea, RTD tea drinks as an alternative to freshly brewed tea definitely have a competitive advantage over other soft drinks. China's Ready-to-Drink tea market is set to drive the global RTD tea market, which is currently valued at over US\$65 billion. China's per capita consumption of RTD tea is just about one quarter of Hong Kong and about one-third of Taiwan indicating the growth potential in this industry.

Growing health consciousness gives rise to robust growth of low-sugar and sugar-free RTD tea in China, as with rising disposable incomes and growing consumer sophistication, more consumers are in pursuit of healthy and tasty products. China's RTD tea market is currently dominated by local players as multinationals have yet to gain traction among Chinese consumers. China's Ting Hsin International Group not only dominates China's RTD market but the international RTD market as well with a 10% global market share. JBD Group is from Hong Kong while Ting Hsin and Uni-President are Taiwanese. Fusion RTD tea products are on the rise to meet consumers' changing needs. RTD tea, with juice and tea, emerged during the review period.

Changing channels: What new tea brand entrants in China should know that In 2017 hypermarkets continued to lose in popularity, with sales dropping as more consumers abandon their trips to big-box stores in favor of more convenient shopping options. Super- and minimarkets saw their sales grow by 5%, partly due to their role in the booming online-to-offline (O2O) delivery services. Traditional groceries too continued to lose ground—sales declined by 5%. And, in a surprising finding, convenience stores, which posted high growth for the past five years, grew by only about 2%, the victims of expansion economics and competition from O2O delivery. Despite this growth slowdown for at-home consumption, convenience stores have vast opportunities to serve the expanding market for food and beverages sold for out-of-home consumption, which grew by 6% in 2017. As expected, online sales sustained strong momentum in 2017, growing by more than 28%. Online channels now represent about 10% of the market—twice as much as two years ago. Chinese consumers seek the quality and selection of foreign brands. Research shows that online penetration growth is shifting from higher-tier to lower-tier cities. At 73%, Tier-1 cities still have the highest online penetration. Yet lower-tier cities are catching up: Online penetration in Tier-3 and Tier-4 cities is growing at 18% and 17% annually, respectively. No serious tea brand in China now can ignore the emerging power of online sales & have to devise strategies to penetrate it.



Contemporary Director, Madhavi Goradia Divan at a Statesman Seminar in Kolkata.

Monday 17
SEPTEMBER
2018

The Statesman

Distinguishing democratic dissent from disruption

Statesman News Service
Kolkata 16 September

Is there any remedy in parliamentary democracy, if a despot is elected to rule for a period of five years? Democracy doesn't prescribe revolt against such a despot, but a replacement can be found at the next referendum.

This was how some of the eminent panellists responded on Sunday to the topic "Surely, Democracy Isn't Only About Dissent" at the panel discussion that followed The Statesman Awards for Rural Reporting and The Cushrow Irani Prize for Environmental Reporting on Sunday.

While some of the speakers felt it is not street dissent alone which makes democracy, but it should be loud enough to fill television screens and newspapers, others raised questions about whether dissent is only to be voiced and whether it precludes violence.

In his prefatory remarks, editor and managing director of The Statesman, Ravindra Kumar, said that though saying 'no' is the cornerstone of democracy,



L-R: Madhavi Divan, Abharajit Mitra, Ishan Joshi, Tuktuk Ghosh and Prof. Hari Vasudevan at a panel discussion on the topic 'Surely, Democracy isn't Only About Dissent' during The Statesman Awards for Rural Reporting at Kala Mandir in Kolkata on Sunday. ■ SAILENDRA MAL

often dissent, which is voiced, is not what it ought to be.

There are nuances implicit in the topic of discussion and it is time a line is drawn between dissent and disruption, he

pointed out.

Dissent in democracy is all about debates in the Assembly or Parliament and not taking up arms, senior advocate, Calcutta High Court, Abharajit

Mitra said. The weapon of dissent is not arms but votes, he said.

And in the event of electing a person who is not voicing the grievances of the people, the

rule of law and judiciary is always there to bring down tyranny, Mr Mitra said. Dissent will serve its purpose in the democratic scheme of things if it is channelised into a

platform of elected representatives, he felt.

Dissent is indispensable for democracy as the former keeps the latter alive and kicking, Supreme Court advocate Madhavi Divan, said. Dissent is never an end in itself, she said.

But dissent appears to be "manufactured" and "moulded" with a surfeit of information owing to its expeditious receipt and transmission thanks to modern technology, Ms Divan said. In the bid to voice dissent, there seems to be a jostling for space with eight to 10 persons trying to outshout each other on a television programme, she said.

But then dissent is not about decibels, Ms Divan said. The Opposition has to be more responsible as dissent is only means to an end, she felt.

A "super Emergency is not on as Mamatadi said and dissent is guaranteed in the constitution," Ms Tuktuk Ghosh, former IAS officer said. The state will respond if the rule of law, which it holds up, is disturbed and such response may be harsh. There are so many who want to express their woes, but lack the

wherewithal. Ms Ghosh said.

It's high time to call their struggle dissent, she felt. Moulding public opinion by dissent is part of modern warfare, Ms Ghosh said.

There is no point in being wimpish in a power grab situation and it is time to change the trend among some in the government who toe the line, but don't do what they can for the citizens, she said.

Professor Hari Vasudevan said liberal and illiberal democracies are confronting each other and goals of democratic practices are under threat. In this process India has to stand up and be counted, he said. No democratic system precludes social violence, he said. Dissent is an issue before us, Prof Vasudevan added. One has to decide whether to impose a blanket objection on it.

Moderating the discussion, consulting editor, *The Pioneer*, Ishan Joshi, said that India, a democratic state, has the capacity to accommodate dissent. But then (mere) noise is not considered to be dissent.



First tea export international sourcing fair during the 3rd china tea town emeishan international tea culture expo



JS Kandal, MD, Amalgamated Plantations Pvt Ltd

On July 6, the Sino-US trade war showdown took place.

The United States began to impose a 25% tariff on \$34 billion in Chinese products, and launched the largest trade war in economic history.

In the face of this trade hegemonism, China also imposed a 25% import tariff on American products of the same size on the same day and reiterated that it will deepen reform and expand openness to create a good business environment.

On July 7th, at the 3rd China Tea Township Emeishan International Tea Culture Expo, which was held on July 6th, the first Tea Export International

Purchasing Fair hosted by the China Agriculture International Cooperation Promotion Tea Industry Committee was in full swing with 30 professional buyers from 13 countries and regions exchanging with more than 40 tea companies of China.

According to statistics, Qiaguanghui signed a total of 63 contracts for cooperation intention, with an intentional purchase of more than 3,200 tons.

Pioneering work "crashes" Sino-US trade war

One day ago, the United States waged a trade war against China. Today, Chinese and foreign tea companies have held cooperation and exchanges in Emeishan and achieved practical results.

Is this a response or a coincidence?

Wei You, secretary-general of the Tea Industry Committee of the China Agricultural International Cooperation Promotion Association, said: In recent years, China's tea exports have been stagnant and growing slowly. In order to pragmatically promote China's tea development internationally they innovated and built this procurement fair platform.

Accompanied by free trade is the "extraordinary" open communication

At 7:30 pm on July 6, the host Wei You announced the beginning of the symposium. He said: Last year's symposium was small but the response was very good. Today, we invite more foreign guests and hope that the participating enterprises will have more gains. There are foreign tea industry organizations, business representatives and more than 120 representatives from well-known enterprises.

Later, tea industry experts and entrepreneurs from 8 countries came on stage to introduce the tea markets of various countries.



Agricultural International Cooperation Promotion Association, said: In recent years, China's tea exports have been stagnant and growing slowly. In order to pragmatically promote China's tea development internationally they innovated and built this procurement fair platform.





Liu Junguang, President of the Malaysian Tea Industry Association

Communication

Essence

Malaysia is an important hub of the Maritime Silk Road. Malaysia produces about 3,000 tons of tea per year, but our consumption is much larger with an increase of

56% in the past decade. 80% of the tea we drink is black tea.

The Malaysian market is very open and accepts a wide variety of Chinese teas. But nowadays young people are more willing to taste new. I hope that everyone will use Malaysia as a foothold for exploring the Southeast Asian market of 600 million people.

Thailand is also one of the world's tea producers. Since 2015, tea cultivation in Thailand has been increasing. At present, the tea planting area in Thailand is about 30,000 mu. with an annual increase of 5% in dry tea in 2017.

Thailand consumes more green tea than black tea. In addition, there are many flavored teas,

including herbal tea and jasmine tea, the market size being approximately \$275 million. At present, Alibaba is promoting the online business of tea products in Thailand, making it easier for Chinese tea to enter the Thai market.

The tea bar is an institution of tea in Australia. We don't have high taxes, but when tea is cleared, we need to produce batch numbers, shelf life, and information about suppliers.

J S Kandal (Vice President of the Indian Tea Research Association):

In India, 2 million people are related to tea, so tea is very important to our country. Besides 13 different varieties, nowadays, more and more flavored teas are produced in India. Our main tea is CTC, only 10% being green tea. Indian tea exports are large, ranging from 250 million to 350 million kilograms a year. The export of Indian black tea to China as well as Chinese green tea to India has great potential.

We studied biotechnology, improved planting conditions, and recently studied the effects of climate change on planting. We also study how to use biological methods to control pests and diseases.

From the perspective of per capita consumption of tea, developing countries drink more tea. Because people in developed countries have many choices, they can choose to drink coffee.

Like China, **Vietnam** not only produces green tea, black tea, but also Pu'er tea, instant tea, herbal tea, and flavored tea.

Vietnam exports tea to 50 countries around the world. More and more people in Vietnam like to drink flavored tea and Pu'er tea. Because of the diversification of tea, we need to change our brand strategy. Exporters must obtain fair trade certification, ETC certification, and organic certification.



Shalin Johnston, CEO of the Australian Tea Association



Liu Peifeng, President of the Thai Tea Association



Yan Anhong, Vice President of Vietnam Tea Association



Pierre Johnson, Chairman of the French Association for Sustainable Development of Agriculture and Natural Resources

The history of **French** tea drinking is very long, and the first tea brand was established in 1692. Recently, the first tea tasting competition was held in Paris, with more than 140 players. There is no import tariff on French tea but they have strict hygiene standards for tea.

In France, 20% of people drink organic coffee or tea, and women are more than men. Flavored tea also has a niche market, and I think China should spend more time on flavored tea.

There are not many teas grown in **Australia**, and most of them are grown by machines. Green tea is considered a very healthy soft drink by Australians. They also specialize in the purchase of flavored tea.



Tea plantation in Vietnam

COVER STORY





Mohamed Erdogan, President of the Turkish Rize Commodity Exchange

Tea is a culture all over the world, and **Turkey** has a history of drinking tea for 100 years. The Turkish tea garden covers an area of 830,000 hectares. More than 90% of the consumption in Turkey is black tea, and the green tea market is growing rapidly.

The import is also 40,000 tons per year, with a tariff of 125%. You can produce tea in Turkey in the form of a joint venture, which makes it easier to enter the market.

I am the Chairman and Founder of the International Slow Tea Association and the Italian Commissioner of the **Italian** Tea Association. The **Italian** Tea Association is a non-profit government agency. Our activities are mainly divided into three areas: first-time corporate and practitioners organize cultural promotion activities; second, education and training. The third is to provide professional services, especially to help small and medium-sized organizations organize tea inspections in Europe, to China. We are also able to provide sensory and chemical testing.



Marc Bertone, President of the Italian Tea Association

(Editor: Xiaolin)

Source: China Cooperation Times Tea Weekly Beijing Tea World





A2Z TEA MACH

OUR THOUGHTS,
YOUR BELIEF,
TOGETHER CREATING
EXPERTISE
THAT
DELIVERS!

Small
is the new
Big!

Micro Tea Processing
CTC / Orthodox /
Green Tea



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We always put
you first.



INNOVATIVE TECHNOLOGY

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life easier.



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We test, so you
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We design
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FAST DELIVERY

We manufacture our
products in India.



BRANCHES

We are near you.



TRAINING CENTRES

We train to
serve you better.



PROJECT EXECUTION SUPPORT

We are around you all
the time.



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.

Contact us:-

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Ph: 033 26405124, M: 9830537626 / 9830075358

Siliguri

Golaghat, Assam

Kotagiri, Tamil Nadu

SPECIALITY TEA IS THE FLAVOUR OF THE SEASON.

BEST WAY TO STORE TEA

Keep away from direct sunlight:

Storing tea in transparent glass jars or exposing it to sunlight may result in lightening of tea. This adversely affects the appearance and flavour of tea.

Keep Tea in airtight container:

Exposure to air may adulterate the tea with impurities such as dust, increase moisture content and cause the tea to develop a foul/unpleasant flavour.

Avoid storing tea in warm places:

Proximity to heat adversely affects the chemical and physical nature of tea, causing the flavour to degrade significantly. It is advisable the tea be stored in a cool, dark place.

Ensure tea is not exposed to humid conditions:

Dry leaves have the capacity to absorb moisture quickly, which in turn result in mossy odour and an undesirable flavour.

Keep tea away from items with strong odour:

This means keep it away from spices, cheese or soap.

Specialty tea is a four billion-dollar industry and this segment is having its time at the moment, growing very rapidly. Rareness, complex natural flavour profile and health benefits are the key factors driving this market. USA, UK, Germany, Japan are the biggest markets for such teas. However, Indian consumers are beginning to develop a palate for such teas.

Kausshal Dugarr, Founder and CEO of Teabox



BREWING THE PERFECT CUP

The classic infusion is probably the simplest-and therefore the most popular –brewing technique that works well for all teas. You can control the temperature and steeping time, so the tea will be strength you desire. Here’s a tea recipe you can’t go wrong with.

Step 1: Ensure the water isn’t boiling, as very high temperature can easily destroy the delicate notes in the tea. Place the tea leaves in an infuser.

Step 2: Pour hot water over the tea leaves until they are submerged.

Step 3: let it steep for the recommended time. Take care not to over-step.

Step 4: Remove tea leaves. Pour the infusion into a cup and enjoy. Depending on the tea, you can choose add-ons like sugar, milk or honey. A dash of lemon juice or mint adds flavour. Mostly, they are best enjoyed plain.



CREATING AN INTEREST FOR THE PERFECT BREW



Aquamarine & Orange Glass

Add some fun and colour to your tea – or coffee- time with these bright and beautiful teapots (five pieces:200ml) from Poppadum Art. pepperfry.com Rs. 1,175



Regal Tea Storage Jar

A good way to store (880ml) your favorite tea. Made of clear glass with an airtight wooden lid. udayantea.com Rs. 550



Glass Infuser Teapot

For two people to enjoy loose leaf tea brewed to perfection (600ml). glenburnfinetea.com Rs. 1,200



Steel Mesh Cylindrical Infuser

Dip it straight into your cup to steep the tea; this infuser is indeed stylish. chaisafari.com Rs. 225



Ceramic Infuser Mug

The infuser mug makes it convenient to brew a single serving of loose leaf tea. The lid can be used as a coaster for the infuser, to catch drips. glenburnfinetea.com Rs. 770



Smart Office Cup

The tea holder has a stainless steel infuser, which makes it ideal for home or office. techatea.com Rs. 1,449

Marketers are ensuring that their teas are brewed optimally for best taste.

5th CII India Tea Forum

Siliguri, 8 September 2018:

Per capita consumption of tea in domestic market is a must for the industry's growth, says State Tourism Minister, Mr Gautam Deb at the 5th CII India Tea Forum

"In order to make teas produced in Darjeeling, the Dooars and the Terai in North Bengal a dynamic and sustainable industry and also a steady source of livelihood, all stakeholders need to come on board and work towards increasing their demand in the domestic as well as international market, Mr Deb told tea industry members last evening at the inaugural session of the two-day 5th India Tea Forum being organised by CII North Bengal Zonal Council in association with the Tea Board of India here.

At the inaugural session which was attended by more than 300 stakeholders of the Indian tea industry from across Bengal, other states and even Nepal, Mr Deb underscored the need for "special attention" given to make this "traditional industry" further growth with "new glory and flavor".

The Tourism Minister said, adding that the Chief Minister, Mamata Banerjee, has formed a committee under the



Rajeev Lochan, S K Sarla, Kamal K Tewari, Rajeev Baid



Forum stresses on quality tea



chairmanship of the Chief Secretary to look into problems affecting the tea industry in the state and prepare a list of remedial measures.

"The Hon'ble CM has sanctioned Rs 100 crore to support tea industry in the state. The state government has sanctioned funds for workers, helpers and labourers engaged in the tea industry, which is the highest employment provider in North Bengal."

Mr Rabindra Nath Ghosh, Minister for North Bengal Development Department, West Bengal, also spoke of the State Government's resolve to see that the teas produced in the region hit global markets and become household names there. North Bengal, he said, thrives in and is fuelled by 3 Ts – Tea, Tourism & Teamwork. "It is the best time and one of the best times to invest. We assure you that returns will be handsome," Mr Ghosh said.

Earlier, Mr S Soundararjan, Director - Tea Development - and Secretary, Tea Board of India, said that considering the low average tea consumption in Indian markets, the scope of the industry for expansion is immense. "Efforts are under way to see a significant increase in tea consumption," he said.



Mr. Suresh Prabhu, Commerce Minister and Mr. S S Ahluwalia IT Minister in Gangtok, Sikkim on 23.9.18, in conversation with Kamal K Tewari, CII Chairman





By Errol O'Brien

Myanmar and Laphet Thok

'By the old Moulmein Pagoda
Lookin' eastward to the sea
There's a Burma girl a- sittin
And I know she thinks of me
For the wind is in the palm trees
And the Temple bells they say
Come you back you British soldiers
Come you back to Mandalay'

Rudyard Kipling

The Colonial Poet, creator of Mowgli and Bagheera romanticized the tradition of the land of the Shewagadon Pagoda.

It is the Land of World War 11 with the Burma Road being built to the borders of China to facilitate British aircraft to repel the Jap invasion.

It is the land of Louis Mountbatten and the British army under Gen. William Slim repelling the hordes of Japs intended Invasion of India from Rangoon



Laphket salad



Lahpet_in_bulk



Myanmar tea shop

It is Myanmar (Burma), the land where not only tea is drunk and appreciated in a unique way but also where tea leaves are eaten.



Myanmar tea and milk



Tea Room in Myanmar

It is the land of Aung San Suki, the Nobel Laureate of Peace

It is the Land of delicious food preparations of Khow –Shwey, the savoury dish of noodles in a coconut curried sauce and delicately spiced coconut milk and Mohinga, a dish of vermicelli in fish broth served with onions, garlic and ginger, lemon grass and sliced tender core of banana stems. Boiled eggs and fish cakes are added

It is Myanmar (Burma), the land where not only tea is drunk and appreciated in a unique way but also where tea leaves are eaten. The tea shops are everywhere sometimes lined up one after another with little plastic stools and smaller tables spilling out on to the streets

The tea shops in this country aren't just places to sip tiny cups of sweetened milk tea. They can be likened to the Pubs in England and early morning tea in India at the Chaiwalla's Dhabas.

Myanmar's tea is a potent combination of a strong blend of tea leaves mixed with evaporated and condensed milk trending to an acquired but delicious taste to the consumer

Tea plays an important part in the social life of Myanmar

Tea leaves are boiled with sweetened condensed milk in large vessels. The resulting pinkish brown beverage is thick of a full flavour. One asks for 'Mildly sweet tea to a progression of very sweet and rich' Friends and people gather at tea shops and form a 'Green tea circle' which implies an informal discussion group.

Writers go for a 'Tea Shop Sitting' the equivalent of an informal literary meeting or poetry reading

There is a saying in this country: 'If it's meat, its pork. If It's fruit, its mango and if it's leaves, its tea.

Tea is mostly grown in the Tawnpeng District of the Shan States in eastern Myanmar close to the Yunnan province of China

Produced by traditional methods with the fermentation of two leaves and bud, the young leaves are picked and steamed for around five minutes removing the remaining water. A further selection of tea leaves is made from this process; they are then packed into cans or pots pressing the leaves with heavyweights.

Laphet is so important to Burmese culture and is regarded AS A National DELICACY that when tea leaves are harvested the last of the crop is set aside for fermenting and eating whilst the rest is processed for tea and drinking.

Laphet is a Burmese traditional fermented tea leaf which has developed into an ethnic food. It has a long history--- a peace symbol offering between warring tribes in the past.

The Laphet tray is now an expression of hospitality in households

A Laphet delicacy is a dish of pickled leaves seasoned with sesame seeds and different variants of fried beans or peanuts, cabbage, lime, tomatoes, ginger and dried shrimp and beetle larvae!



Tea Shop in Myanmar



Tea Shop in Myanmar



Myanmar rolling machine

COUNTRY

Paris pat for Siliguri tea firm

(The Telegraph, 14th July)



Athena Minami receives the award on behalf of Lochan Tea Limited in Paris

Siliguri: A Siliguri tea firm has bagged an award in a Paris contest with its Darjeeling tea picked the winner from an assortment of worldwide contenders.

Lochan Tea's Giddapahar Spring wonder drew rich picking at the first edition of the "Teas of the World" International Contest, becoming the only Indian company among winners in various tea categories.

The contest was organized by Agence pour la valorisation des Produits Agricoles (Agency for the Valorisation of Agricultural Products or AV-PA), and the awards were handed out in Paris on July 10.

"We were the sole Indian Company that won an award in the contest. Some other varieties of Darjeeling teas were also put up at the event but those were by foreign importers," said Rajeev Lochan of Lochan Tea.

Lochan had sent the sample from Giddapahar, a garden near Kureseong.

"It is called the Giddapahar Spring Wonder, one of the finest first flush muscatels. We have informed Sudhangshu Shaw, the garden owner, about the achievement," Lochan said. The AVPA is a France NGO working in the field of agriculture.

Tata Global recast overseas biz

Times News Network



Adil Ahmad

Mumbai / Kolkata: Tata Global Beverages, the world's second largest players in branded tea, has brought its overseas business under a single unit to cut costs and unlock synergies.

The company's international businesses were split into two units – UK, Europe, Middle East and Africa (UEMA) and Canada, Australia and Americas (CAA). The CAA contributed 25% (Rs. 1,733 crore) to Tata Global Beverages fiscal 2018 revenue of Rs. 6,815 crore while UEMA accounted for 20% (Rs. 1,346 crore).

The combined international unit (which excludes South Asia) will be headed Adil Ahmad, who was the company's chief marketing officer. Ahmad had joined Tata Global, a part of the \$ 103-billion Tata Group, in 2015 from Reckitt Benckiser where he had spent 20 years.

the move tracks the broader play at the Tata Group which under N Chandrasekaran has been about streamlining operations across business and sectors either through merger or divestment. In line with that, Tata Global has excited non-core business and sub-scale regions in clubbing plantations in Sri Lanka and a joint venture in China.

TGB MD & CEO Ajoy Misra said: "our ambitious growth plans requires us to operate with greater efficiency, reduce our cost base and fully tap the potential synergies across our business that operating on a global scale can bring us. This restructure will help us better focus on core markets."

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All about TEA

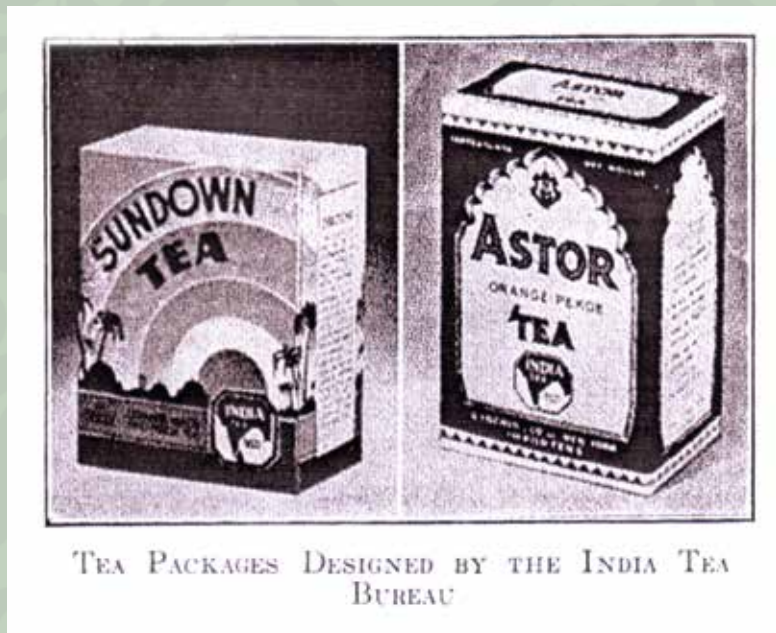
Propaganda for India Tea in the United Kingdom began in 1904-05 under Mr. Herbert Compton, and continued later under Mr. Stuart R Cope. The money expended in 1904-07 [£4000] was used chiefly in helping the Anti-Tea-Duty League. This league was formed with the object of securing a reduction in the heavy British import duty, and its vigorous efforts contributed largely to a reduction of 2d per pound.

Following a short hiatus, India tea propaganda was resumed, in 1908, in the United Kingdom under the Late Mr. A. E. Duchesne. He continued in charge of the work until its termination in 1918. At the start of the campaign it was designed to counter the propaganda then being carried on for China tea. The money expended during this ten-year period amounted to £39,750 [\$193,000]. This ended the campaign except for £4000 spent, in 1923-25, at the British Empire Exhibition at Wembley.

By 1931, the sale of foreign teas in London reached such alarming proportion they had nearly trebled in nine years that the Indian Tea Associations [London], the Ceylon Association in London, and the South Indian Association in London launched a movement which resulted in the "Buy British" tea campaign of 1931-33 and the reimposition of the British Preferential Tea Duty.

The Indian Tea Cess Committee cooperated by sending its then commissioner of tea for India, Mr. John Harpur, to be tea

commissioner for the United Kingdom, and allocated £10,000 annually for the support of the campaign. Ceylon, it was promised, would contribute substantially if and when a propaganda cess passed the State Council.



The money expended during this ten-year period amounted to £39,750 [\$193,000]. This ended the campaign expect for £4000 spent, in 1923-25, at the British Empire Exhibition at Wembley.

The Truth About Orange Pekoe

ORANGE PEKOE has nothing to do with oranges, nor yet is it a particular kind of tea. It is not even a certain quality of tea. Orange Pekoe is simply an Oriental term for a size of cured tea leaf from India, Ceylon, Java or Sumatra.

Orange Pekoe from mountain grown tea bushes is superior tea. From lowland grown bushes, it is not nearly so good as some of the larger leaf sizes from mountain grown bushes, and it can be distinctly inferior.

If you just ask for Orange Pekoe, your chances of getting specially selected tea, representative of the best to be had, are very slight. What you are more apt to get is some ordinary Orange Pekoe which has lost its fragrance through exposure.

Why not be sure of the quality of the tea you buy? Ridgways, Incorporated, who sell more high grade teas than any other tea merchant in the world, offer a blended tea. It is packed in the popular ten cent package and is superior to any straight Orange Pekoe which can be bought at a popular price.

This is known as Ridgways Orange Label Tea. It combines the fragrance of Orange Pekoe with the full rich flavor of the fully matured Pekoe leaf. It is famous for its flavor.

Remember the name Ridgways is your guarantee of quality! To get a special kind and a superior quality ask for

Ridgways

ORANGE LABEL
Tea

TELLING THE TRUTH ABOUT ORANGE PEKOE



"Why I prefer India Tea..."

"At an afternoon affair my waitress served me the most delicious cup of tea I ever tasted. She told me it was India Tea and that one could always get it by asking for a brand of tea with the Map of India (shown above) on the package. Since then, you may be certain that I always look for this Map when buying my tea."

Genuine India Tea is on sale in your neighborhood. Upward of 175 different brands of tea bear the Map of India. It is the special trademark of the Tea Growers of India and is affixed to only brands of tea containing genuine India Tea. Look for it in addition to the name of the brand when you buy your next package of tea. And remember this... India produces the world's finest tea.



One of the good things of life!



There's more to it... more flavor, fragrance and richness. India grows the finest tea in the world. Men and women everywhere are showing a marked preference for it. Even those who never drink tea before are taking to India Tea.

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TYPICAL MAGAZINE COPY FOR THE U.S.A. BY THE INDIA TEA BUREAU



INDIA CEYLON COMMISSIONERS, FAIR EXECUTIVES, AND TEA MEN AT St. Louis, 1904
 Front Row – The two left-hand figures are Mr. H. Homa and Mr. (Later Sir) Stanley Bois. The second figure from the right is Mr. R. Blechynden. Second Row - The two left-hand figures are the late Mr. Fred Williams, advertising agent, and the late Mr. A. E. Nicholson, the well-known tea man who went down on the "Titanic". In this same row, second from the right, Mr. E.A. Nathan, tea expert, upon whose recommendation the tea awards were made.

Tidings from Bangladesh



by Monjur Hossain



Tea saplings from TTCL nursery

In Bangladesh smallholder tea cultivation alleviating poverty

Panchagarh district in Bangladesh is one of the most deprived regions in the country; with high incidence of poverty, particularly within the Tetulia sub district. According to the Food Atlas of World Food Programme (WFP), food insecurity is very high in Tetulia, which is part of the ill-famed 'Monga' or the seasonal famine region, within which the status of malnutrition, poor health and hygiene prevails in alarming proportions. A greater part of the soil in these gently sloping terrain at the foothills of the Himalayan mountain range, is acidic and of a sandy texture supporting only marginal productivity of rice and other seasonal crops. The main source of income in these environmentally sensitive areas is from the sale of excavated stones in the region, which activity is also outsourced to third parties. Such environmentally destructive livelihood is unsustainable.





Rahman Small holder in his pride garden



Eshaq Modal Small holder in his plantation

It was only recent past in the year 2000 that a pioneering initiative was undertaken by the management of Tetulia Tea Company Limited (TTCL), owned and managed by an enterprising group of former tea planters, who carried out an extensive study in the region to assess and confirm the suitability of the land area for tea cultivation. This pioneering group devoted a great deal of time and effort to create an awareness for better land management and motivated these marginal farmers to grow tea for their sustenance. The company initiated the programme of tea planting in April 2000, using appropriate selections of high yielding tea cultivars (HYV). Simultaneously a commercial nursery was also established by the company to mass produce HYV of rooted tea saplings for distribution amongst the emerging small growers of Tetulia. The company identified genuinely interested landowners and began distributing tea saplings on credit from October, 2001. At the same time, the company also constructed a state of the art tea processing factory to process the leaf produced by these growers, to be purchased at viable and sustainable price levels.

Since such an initiative, flourishing tea small holdings have become a reality in the Panchagarh district, with several small tea growers earning a self-sustainable income from the sale proceeds of tea leaf harvested from their own plots of tea holdings. The visibly evident improvements in the living standards of these pioneering tea growers has encouraged many other farmers to invest in small scale tea farming. Following the initial success achieved by Tetulia Tea Company, around thirty other bigger players have entered the race to expand tea cultivation by indiscriminate purchase of land belonging to poor farmers. As a result, almost 70 per cent of the land presently under tea cultivation belong to these bigger players, whilst the balance 30 percent is directly owned by the farming families who sell their harvest of green leaf to nearby processing factories. Despite these expansions, it is only a fraction of the available 16,000 ha of most suitable land is presently under tea cultivation in Panchagarh. Therefore, an immense opportunity still lies ahead to turn towards tea cultivation to help change the livelihood of marginal farmers towards a better quality of life.

After an extensive research followed by field visits, both at home and abroad, TTCL management had floated the concept of "Tea for Poverty Alleviation" in Tetulia with the following objectives:

- Creating sustainable employment opportunity in the rural areas for marginal land owners and for landless masses in the poorest districts of the country, to work in the newly emerging tea small holdings.
- Creating micro-entrepreneurs in the rural areas by utilizing local resources in tea plantation business.
- Create a sound financial base for marginal and poor farming families to meet with their basic needs of food, clothing, housing and education of children.
- Optimizing the commercial utilization of fallow land in a land hungry country like Bangladesh.
- Increase tea production to cope with the fast increasing domestic consumption by utilizing the technical know-how of the experienced tea planters of the country.
- Help national/government programmes for poverty alleviation through smallholding tea cultivation.

The TTCL model of "My Land my Garden" is an improvised field practice of the NGO's micro-credit programme. Generally micro-credit facilities are given for a short period and the credit recipient becomes sustainable temporarily whilst in the tea project, a farmer becomes self sustainable for the rest of his life as well as his next generation. In this model of "Tea for Poverty Alleviation", the farmers are not mere labourers, they are infact entrepreneurs at grass root level, with a determined sense of ownership of the land, creating the need for unstinted hard work towards increased production and the consequent increased income generation.

Chittagong Hill Tract districts also have 46,000 ha of land that are highly suitable for tea cultivation. The massive scale of de-forestation that has been going on unabated in these CHT, has led to environmental destabilization. The implementation of the Panchagarh model of "Tea for Poverty Alleviation" in the CHT districts can substantially improve the livelihood of the poor hill tribe peasants and at the same time save the environment from further destruction.

Unlike the price realization from raw agri-produce such as jute, sugarcane, rice and vegetables, in the TTCL tea model, there is no scope for exploitation by middlemen to extort money from the growers and as such the farmers who establish direct links with the processing factories get the full benefit of the price paid for their green leaf from the processing factories.

One of the criticisms faced by Tetulia Tea Company during the initial period was that, being the owners of the only tea processing factory, they were engaging in monopolistic business practice. But now twelve tea factory has been established in the region so the smallholders have the option to sell the leaf at their will. However Tetulia Tea Company is continuing to serve the emerging new small growers by supplying tea saplings from their commercial nursery to the farmers on credit.

Economics of Tea for Poverty Alleviation:

1. By growing paddy in half hectare of fallow land within the project area, the farmer can produce 283 Kg of rice (456 Kgs of paddy). A family of 5 members can ensure 3 meals a day only for 114 days a year.
2. For the balance 251 days, the whole family has to sell physical labour to buy food which is a very difficult task since employment opportunities are very limited in the project area.
3. From the same half hectare land the farmer can produce 5,000 Kgs of tea leaf and can earn Tk. 100,000 per year without any risk from the sale proceeds of green leaf.
4. From the sale of tea leaf the farmer can purchase 1,875 Kgs of rice as against the meager 283 Kgs of rice generated from paddy cultivation. The farmer is thus able to earn more than 6.5 times from tea cultivation than from paddy/rice cultivation.
5. The family of 5 members need 900 – 1000 Kgs of rice for the whole year to ensure three meals a day which is the basic requirement.
6. By embarking into tea cultivation, the farmer would have the surplus equivalent of 875 kgs of rice in the year.
7. The farmer therefore, can meet other basic necessities of family from the sale proceeds of the surplus 875 kgs of rice.



Tetulia tea co factory



TTCL Directors' briefing Small growers on tea Cultivation practice



TTCL factory

At present the thriving tea sector is boosting economy of the sub-Himalayan Panchagarh district bringing solvency to many farmers as well as farm-workers improving their life standard and livelihoods.

Following foot print of TTCL, initiated in 2000, small, marginal and bigger farmers and investors are showing interests in tea farming on the plain land in the sub-Himalayan district as a cash crop.

Officials of Bangladesh Tea Board (BTB) at its Panchagarh regional office said tea production is showing faster growth changing economic condition of the farmers as well as farm-workers, including poor women.

Currently, tea is being cultivated on 2,265 hectares of

land, including 2,105 hectares in Panchagarh and 160 hectares in adjoining Thakurgaon, Tea is being cultivated in nine tea estates and 18 gardens and vast land of around 450 small-scale farmers in these two districts where production of 'made-tea' increasing rapidly each year. In 2017 around 6 million kg tea produced in northern district worth about BDT 1200 million. The tea output will further increase the coming years as tea cultivation is expanding fast in Panchagarh, Thakurgaon and adjoining Dinajpur, Nilphamari and Lalmonirhat districts of the region.

*Monjur Hossain, *Managing Director, PMTC (Bangladesh) Limited*

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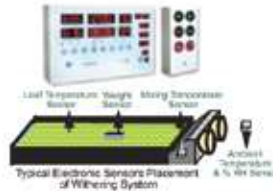
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135th AGM of Indian Tea Association 27th September, 2018 Hotel Oberoi Grand, Kolkata



Azam Monem, Chairman, ITA

Respected Commerce Secretary, GOI, Dr. Wadhwan, Chairman Tea Board of India Mr. Prabhat Bezboruah, Dy Chairman Tea Board of India Shri Arun Kumar Ray, IPS, distinguished guests, ladies and gentlemen.

A very warm welcome to all for the 135th AGM of the ITA. I have the task to address this august gathering at a time when the industry is at the crossroads and needs to reinvent itself. I would therefore like to take stock of the current situation and attempt at charting the road ahead.

The past two years of my tenure has been laced with unprecedented bold steps by the Government of India to put the country on the world map of rapid economic progress. Path breaking reforms in the form of demonetization, introduction of GST, banking reforms are some of the steps taken towards better fiscal prudence in order to set the pace for a sustained economic development in the future.

The Government of India's pro-active role in prioritizing Ease of Doing Business has resulted in India moving up by 30 spots in the rankings to 100th place out of 190 countries as per the latest publication of the 2018 edition of the World Bank Doing Business report.

Today, India has emerged as the fastest growing major economy in the world and is expected to be one of the top three economic powers by 2030 surpassing Japan. India's GDP is estimated to have increased to 6.6 per cent in 2017-18 and is expected to grow 7.3 per cent in 2018-19. In fact the economy, in an environment of global turmoil, registered an impressive growth of 8.2 per cent in the first quarter of 2018-19 which reinforces the potential of New India.

It is heartening to note that for the quarter ended April to August 2018, India's exports indicate a positive growth of over 20.7% during the same period last year. While the nation is poised to leap forward as a fast growing economy in the world order, the tea industry aspires to align itself with this trajectory of growth to remain relevant and sustainable in the fast changing economic environment.

At this juncture, let us take a quick snapshot of the current economic construct of the Indian tea industry.

At the cost of being repetitive may I state that the Tea Industry structure in India has undergone a paradigm shift over the last decade with the emergence of the Small Grower /

Bought Leaf Sector which has resulted in a dual economic structure with wide variations in the economies of scale. In the last 10 years between 2008 and 2017 the estate sector production has remained flat whereas the STG sector has grown from a production of 236 mkg (25%) to 621 mkg (47%).

Furthermore, the estate Sector is beset with high fixed overheads on account of higher employment costs linked to welfare obligations under the Plantations Labour Act, 1951. While there is a wide variation in the cost of production of these two sectors, the average price realization which is governed by demand-supply does not differentiate between the two products and is not compensating the higher costs incurred by the Estate sector.

The industry therefore is today compelled to look at the fundamentals and explore solutions to reinvent itself.

Our deliberations at the last AGM had identified key interventions to address fundamental issues linked to the industry's viability and long term sustainability. The issues flagged are recapped as follows;

a. *If better wages and amenities cannot improve absenteeism and productivity, mechanization will have to be brought in;*

b. *If prices remain a factor of demand and supply, then hedging mechanisms must be enabled;*

c. *If average consumption continues to remain at a rate of a cup a day, then promotional efforts must be considered;*

d. *If exports are to grow then, incentivization and hand holding by the Govt will be vital;*

e. *If global warming continues, then mitigation of climate change will be crucial;*

f. *If earnings per hectare are to be augmented, then agro diversification must be considered;*

g. *If costs are to be controlled, then automation in field and factory will need to be brought in;*

Since then, there has been forward movement on several fronts which evoke reasonable optimism in our journey ahead. Allow me, Ladies and Gentlemen to dwell on these issues one by one.

a) If better wages and amenities cannot improve absenteeism and productivity, mechanization will have to be brought in.

With the recent interim increases in wages by respective State Governments, we have now reached a level of a composite wage of Rs 350/- per worker. However, productivity per worker remains low at only one third of the output achieved in South India, thus making this increase unaffordable. The advent of shear plucking and mechanical harvesting has now gone beyond the pilot stage in most estates with a compelling need to improve productivity and also address absenteeism. The challenge now is to develop techniques in the future which bring into play Artificial Intelligence so that leaf harvesting out of mechanization can in fact replicate the quality of hand plucked leaf. Since mechanization for the purpose of curbing absenteeism and cost rationalization is inevitable, investments in research must focus on this agenda. The decision of the Tea Research Association to enter into a tie up with Ochai for customizing mechanical harvesters to Indian conditions is a welcome step. We need to develop a model immediately which addresses the harvesting needs and also

secures the quality parameters.

b) If prices remain a factor of demand and supply, then hedging mechanisms must be enabled.

Given the current auction scenario of depressed prices, the ITA has embarked on a pilot project engaging a consultant to carry out trials of a Swap mechanism which must need the ultimate approval of the financial regulators prior to implementation on real time basis. The Swap mechanism mock sessions are now in its 8th week with a select group of auction buyers and producers. Here it is seen that Swaps can enable a producer to maintain a constant cash flow week on week despite price volatility. It also enables the BLFs to hedge their future sale realizations with the green leaf prices. The buyers also benefit where they have an opportunity to lock in prices at their lowest point and buy the physical tea closer to the time of usage thus saving on inventory and storage cost.

The digitalization of the auction system way back in 2007 held the promise for reduction in transaction costs and fair price discovery for the producer. The system now needs an overhaul and reforms brought in to eliminate wastage and bring in more efficiencies. There is thus a need to re-examine the high transaction costs including free sampling, bidding processes and efficient logistics.

In today's digital era where the Pan India auction module has already commenced, we need to have a single platform for the buyer and seller to operate irrespective of where the teas are stored. We had approached the Tea Board for allowing Ex-estate sales for reducing transaction costs and would now also suggest that Pan India Auction on a single platform should be held under one catalogue with teas at various storage points for delivery be it from Kolkata, Guwahati, Siliguri or ex-estates. The mandatory 50% sale through auctions needs to be revoked so that in a free market we are able to derive maximum value for our teas from an efficient system.

I am happy to report that as part of the auction reform process, Tea Board has recently tasked the ITA to engage an expert to work out the solutions for introducing ex-estate sales. We shall progress this agenda in consultation with all stakeholders.

c) If average consumption continues to remain at a rate of a cup a day, then promotional efforts must be considered.

As has been seen from the Tea Board commissioned study carried out by Deloitte, the per capita consumption has marginally increased from 733 gm 5 years ago to 786 gm presently. It also outlines the fact that only 64% of the population consume tea thus clearly inferring that 25% of the population which is below 12 years are discouraged from drinking tea and 10% of the population which comprise the youth are not attracted to tea in its current form. The need of the hour therefore, is to launch a generic campaign targeting the youth and school going children of India to move towards a per capita consumption of 1 kg. ITA's generic promotion campaign between 2010 and 2016 helped in discovering the potential tea drinker in the youth and their preference for tea in various forms including iced tea, cold tea with natural flavours and hot masala tea. We would urge the MoC to provide adequate funds to Tea Board for a sustained generic promotion campaign in the domestic market.

d) If exports are to grow then incentivization and hand holding by the Govt. will be vital.

India's cumulative exports during April-July 2018 exhibit a positive growth of 14.23 % in dollar terms and 19.49 % in rupee terms. During April-July 2018 we have seen a modest growth of 6.9% over the corresponding period of the previous year thus contributing to the nation's exports thrust. In keeping with the exports strategy formulated by the MoC and Tea Board with Industry's participation, we have to persist with our efforts in newer areas and reinforce the promotion of Indian Teas in Russia, Kazakhstan, Iraq, Iran, Egypt, Libya and China. To succeed, we need a larger production of orthodox as its demand in several overseas locations is significant. With larger orthodox production we can effectively compete with Sri Lanka which has for long been enjoying an enviable presence in several markets viz. Russia, Iraq, Libya and Syria. For Indian tea to compete and produce more orthodox, the incentive on orthodox tea production has to increase from its present level of Rs.3/- per kg to Rs.20/- per kg, as that alone can motivate the Indian producers to upscale orthodox manufacture to restore India's erstwhile position as a key orthodox sourcing destination for global importers. Investments and bank finance will only be forthcoming if a suitable incentive is in hand which offsets incremental costs. Our orthodox production base of 231 million kg in 1950 now stands depleted to around 120 million kg today. Given the fact that orthodox and green comprise over 50% of the global export demand, augmenting orthodox production is key for boosting exports. We are now at the cross roads where trade deficit with certain key countries is compelling us to move towards an aggressive export strategy. Based on this, it is imperative that tea exports remain at the forefront where we can substantially gain and move in both volume and value from the current 252 million kg valued at Rs.5000 cr. to at least 300 million kg at over Rs.7000 cr. in the next 3 years.

The ITA thanks the Tea Board for their efforts in mounting delegations particularly to Iran, Egypt and Russia as these have delivered the desired results with the off take of these countries having gone up significantly. The delegations provided important learnings for all of us. While there is a distinct liking and preference for Indian teas, it is also equally important that Indian tea should be competitive in terms of price, quality and service. In view of the high

cost structure of the Indian tea industry vis-à-vis its competitors. Continued encouragement from the Government will allow us to remain competitive in the global market. The Indus Food Exhibition held in January, 2018 is an important event sponsored by the MOC where global tea buyers have the opportunity to transact businesses on a one stop shop basis. Enhancement of MEIS Reward Rate from 3% - 5% had taken place last year and a further enhancement to 11% will help the industry to consolidate its presence in key markets such as Iran, Iraq, China, Egypt, Libya and Kazakhstan. In addition to this, as mentioned earlier, incentivizing orthodox production by mitigating cost of upto Rs.20/- per kg as worked out by IIPM, Bangalore will go a long way in additional exports.

e) If global warming continues, then mitigation of climate change will be crucial

On the issue of global warming and climate change, the Tea industry is beset with uneven rainfall patterns causing droughts and floods in tea areas. This necessitates immediate focus on some of the key areas i.e. rain water harvesting, improved irrigation techniques, river dredging, shade tree management for better control of air and leaf temperature, developing climate resilient cultivars, soil conservation and crop diversification. We are thankful to the MoC and Tea Board for including subsidy for conventional and drip irrigation in response to our submissions for the current plan period. In fact, our recommendation for support for field mechanization has also been granted. Adequate funds made available through Tea Board enables the industry to avail the incentives on a regular basis and remain sustainable.

f) If earnings per hectare are to be augmented, then agro diversification must be considered.

For a sustainable business, it is imperative that the return per hectare is adequate not only for the enterprise to invest in development but also to continue to improve the livelihood of workers and other stakeholders. As regards tea, in the last 5 years' costs have continued to rise year on year at a CAGR of 9% whereas the price realization growth has remained stagnant at a CAGR of 3%. This business model is therefore not sustainable and alternative land use will become imperative to allow full flexibility of deriving maximum economic benefit from land use through multiple cropping. Current land use norms prescribed by Assam and West Bengal Govts. have set a ceiling which restricts the variation in end-use of land. Flexibility in land use for alternate economic activity will allow for securing higher yields per hectare through agro-diversification and allied economic activities. Sustainability initiatives governing the Tea Industry must as a policy encompass alternative crop solutions as well as diversification to other economic activities that would ensure the overall sustainability of the sector. As a policy therefore, organizations such as Rainforest Alliance, ETP, Trustea and Solidaridad should include propagation of a diversified programme for the industry as a part of their agenda.

g) If costs are to be controlled, then automation in field and factory will need to be brought in.

As mentioned earlier, whilst Tea Industry is a highly labour intensive sector where costs on wages and welfare constitute over 65% of the total cost, it is now imperative that a vast scale of automation in field and factory needs to be brought in. The 12th Plan Scheme of the Tea Board aided factory modernization through replacement of old tea machines and value additions. The present scheme has restricted quality upgradation's incentivization only for specialty tea units to encourage product diversification like green tea, orthodox tea, instant tea etc. We would urge the MoC to consider a larger outlay for quality upgradation through modernization of factories in the next plan period.

Having delved into some of the current issues and their solutions, I would now like to look ahead at the issues which confront us and how we could pave the road ahead.

a) Production Growth

Global Production too has been on the rise and last year we have seen a growth of 115 million kg with the global output touching 5686 million kg – the gains coming primarily from China, India and Sri Lanka. This year the Kenyan crop is already higher by 30 million kg at the half way mark which will impact the overall off-take of Indian CTC Teas in the overseas markets.

In North India, the paradigm shift brought about by the growth of STG and BLF segment have revolutionized the production contours thereby generating the need for a harmonious co-existence with this sector.

The FAO's prediction of the adverse impact of production growth on prices is significant where they state that a 5% growth could bring down the price level by 40%. Thus arises the need to regulate the growth in output for the long term sustainability of tea and we would urge for a national level policy to be put in place where forest land is protected, arable land is used for staple crops and tea growth is through the quality route and not the quantity route.

b) Small Growers – Long-term inclusive Policy

A long term partnership of working closely between the formal traditional sector and the informal STG sector is necessary on sharing of good agricultural and integrated pest management policies keeping in mind the importance of quality of the end produce so that Indian Tea continues to get a wider acceptance in the global and domestic markets. It is with this view in mind that ITA has taken the lead to pilot a few projects with Solidaridad under which the sustainability of the value chain from the small grower to the producer will be comprehensively covered. I am happy to announce that the Association has inked three MOU's with STG Associations namely the Jalpaiguri District Small Tea Growers Association, the Assam Small Tea Growers Association Tinsukia and the All Bodoland Small Tea Growers Association for harmonious growth and development of the producing fraternity. This, we believe would create better value and acceptability in the global and domestic market for teas produced across the value chain encompassing both the sectors.

c) Workers Welfare

The activities of ITA Sustainability cell are being carried forward and in conformity with the Sustainable Development Goals of the UN. The success stories of our collaboration with the UNICEF in promoting Children and Women's protection and nutrition issues manifest our unwavering commitment to better the lives and lifestyle of our workforce. The promotion of safe menstrual hygiene practices through manufacture of low-cost toiletries in some of Upper Assam member gardens has been well received and we are on course to enlarge it to our other areas. Our endeavours to promote sanitation and hygiene – in line with Swachh Bharat Abhiyan - have benefited estates in Brahmaputra and Barak Valleys of Assam to inch towards Open Defecation Free (ODF) status. Very soon we should be able to enlarge our activities to the North Bank estates of Assam as well as Dooars & Terai Regions of West Bengal.

Since 2003 and starting with the recommendations of the Inter-ministerial Committee on Tea, successive Central Govt. Committees have recognized the high welfare costs borne by Tea industry employers and opined that such costs ought to be shared by the Central and State Governments. A seamless flow of all government schemes on healthcare, education, drinking water, sanitation, alternative fuel and rural electrification to the tea gardens is the way forward for meaningful inclusion of the tea garden population in the nation's rural benefit agenda.

ITA is committed to pursuing its CSR activities under the Agriculture Development Project of Assam Branch ITA and also work with the Panchayati Raj institutions for deriving the benefits of the rural development schemes. We hope that the tea communities in both Assam and West Bengal would embrace these initiatives of the ITA and take them forward for the benefit of our workers.

Summary

Let me now quickly summarize the salient features and action points - for redressal by the Ministry of Commerce and the respective State Govts.

Issues for the MoC and Tea Board:

- To increase the MEIS Reward Rate to 11%.
- To enhance the incentive for orthodox teas from Rs.3 to Rs.20 per kg.
- To facilitate auction reforms.
- To provide funds for a sustained generic promotion campaign in the domestic market.

Issues for the State Govts:

- To enable a seamless flow of Govt.'s welfare schemes to estate population.
- To allow flexibility in land laws for diversified economic activities on a larger scale.
- To implement a wage policy aimed at providing a level playing field for employment between the estate sector and the STG sector.

During the past two years, I have had the opportunity of frequently visiting the Commerce Ministry at various levels. I am happy to acknowledge that I have always received the best of response at all levels. The Hon'ble Commerce Minister, Commerce Secretary, Jt. Secretary (Plantations) and others have all been very appreciative of the Tea Industry's problems and I am indeed grateful to them. Let me reassure them that our response to their support will be adequate and that we will continue to strive for the best possible results.

The Indian tea industry employs over a million workers of which 55% are women. There are another 180,000 STGs who contribute 47% to the production. The Indian retail market has a consumer base of over 80 crores and is estimated to grow from Rs 18,000 crores in 2015 to Rs 32,000 crores in 2020. The price in the auctions which form the benchmark for all trades has remained flat in the last 5 years and all stakeholders must come together to ensure the prosperity of this magic brew into the next century.

Before I conclude, I would like to quote Peter Drucker who famously said :

“The best way to predict the future is to create it”.

Ladies and Gentlemen, I would like to extend my sincere thanks to the National Committee of the Association and the Chairman of all the Regional and Sub-Committees for their active participation and help throughout my tenure. I am particularly thankful to Mr Vivek Goenka, Vice-Chairman and Ms. Nayantara Palchoudhuri, Adtl. Vice-Chairperson for their unstinted support. I am thankful to the Past-Chairmen of the Association and the senior members of the industry for readily offering me their guidance and valuable advice whenever needed and for responding at very short notice at times. I express my gratitude to the Chairman and members of all the constituent Associations of CCPA for their help and cooperation in taking up and resolving various crucial issues of the industry. The advice from the members of the broking fraternity and the merchant exporters have been of considerable help in tackling various problems. I extend my thanks to all of them.

I also wish to convey my deep appreciation and sincere thanks to the ITA Secretariat led by our Secretary General Mr Arijit Raha who have displayed impeccable work ethics and have pursued challenges with remarkable acumen and diligence. I wish them the very best in their future endeavours which I have no doubt will be rewarding.

I also wish to acknowledge my grateful thanks to the Board of Directors of my Company, McLeod Russel India Ltd for their fullest support to me in managing the affairs of the Association.

I would like to express my personal gratitude to the Commerce Secretary, the Chairman and Deputy Chairman of Tea Board for their help, advice and their gracious presence today.

I am grateful to our friends from the media for their positive projection and coverage of the Tea Industry at all times.

& last but not the least, distinguished ladies & gentlemen, I thank you all for your kind presence and patient attention.





By Tapan Das

Developments in Withering Process with Passage of Time

The author Tapan Das, B.E. (Mech) 1974 from erstwhile B.E. College, Shibpore is a practising Consultant for premium tea estates for Low Temperature Withering&Energy Optimisation. Any question/clarification on this article may be addressed to: Email ID apptechsols@gmail.com or Mob: +91 98300 31625

Mechanisation of Physical Withering Process

Prologue: It is a common knowledge that most frequently consumed non-alcoholic drink after water in our Planet is Tea and almost 75% of it being Black Tea where Withering Process plays the major and very critical role on tea quality. Now be it at Darjeeling, Dooars, Assam in North or Annamalais, The Nilgiris, Meppadi or Munnar in South, all the expert tea makers agree on one point that the best of withering processes to produce quality tea is Natural Withering without any heat addition.

However with the passage of time, increase in tea production to match the demand of consumption has vastly changed the scenario of withering practices. Long gone were those days of Chung withering, bamboo mats and tarps. Probably the first mechanisation in withering was graduation to forced air drought through withering trough fitted with axial flow fans replacing Tat, Tunnel and Drum withering.

Of late the further mechanisation of withering process by introducing Continuous Withering Machines has rather been forced by the demographical change in the tea producing regions. Frankly, CWM has turned out to be the survival route for the tea makers --- not really by their choice but by default. Dwindling labour force due to migration for more remunerative jobs, outlook of next generation of educated youths in labour force coupled with the statutory hike in labour wages and other associated expenses have forced the tea industries towards mechanisation. The land labour ratio of 2.5 to 3.0 per Ha in 1980's is down to less than one worker today and as a resultant factor mechanisation which initially started with use of shears, plucking machines, harvesters etc, have now entered the area of withering. The era and method of Fine Plucking is under severe pressure now, even in Darjeeling, as the daily labour absenteeism average this year has gone up to as high as 40% from usual 10-15%.



Continuous Withering Machine



Physical Withering

Continuous Withering Machine:

While the first such machine was developed years back for James Finlay's, Kenya, it has been replicated in India with varied degrees of successes over last 5 years. It is growing steadily especially in South India and its presence might cross half century mark by this season's end. The advantages of CWM withering vis-a-vis conventional trough withering are :-

- 1) It needs only 1/3rd of floor space, hence huge first capital cost saving.
- 2) Entire operation is online and automatic, saving huge manpower and labour cost.
- 3) Even and consistent withering
- 4) No manual handling like bagging, spreading etc., thus avoiding leaf damage
- 5) No manual turning-over of green leaves is needed as that happens automatically
- 6) Better liquor quality and infusion due to mentioned point nos.4 & 5.

Field Scenario:

While the CWM manufacturers have taken good care of proper chemical withering, keeping its holding time as 24 hours minimum, added with continuous humidified air flow to arrest any rise in leaf temperature ---- the issue is the high temperature inside the Physical Withering Chamber, with residence time inside the chamber being only 2 to 4 hours, especially during monsoon when the HD is down to almost 2 deg F.

To create a higher HD, atmospheric moisture laden air sucked through axial flow fan is heated by steam/pressured hot water/gas firing to increase the moisture holding capacity of air so as to extract leaf moisture by passing hot air through it.

When the air is heated, the wet bulb temperature also goes up considerably along with the dry bulb temperature, and this process to create the desired higher HD often ends up to dry bulb temperature touching about 50 deg C or even beyond, which naturally is detrimental to tea quality.

It can be concluded that Physical Withering Machine is not properly designed to tackle the moisture removal from air, especially during monsoon, though R & D works by reputed manufacturers are going on, according to field feedback, to reduce the withering temperature.

Technique Available – Low Temperature Withering:

The proven technology of use of desiccated (dry) air in lieu of heating in conventional troughs in Darjeeling has been giving the desired HD for over last 3 years without increasing the temperature more than 5 deg F over the prevailing atmospheric dry bulb temperature. This resulted in high flaccidity to facilitate better maceration processes and infusions, earning additional price premium.

Essence:

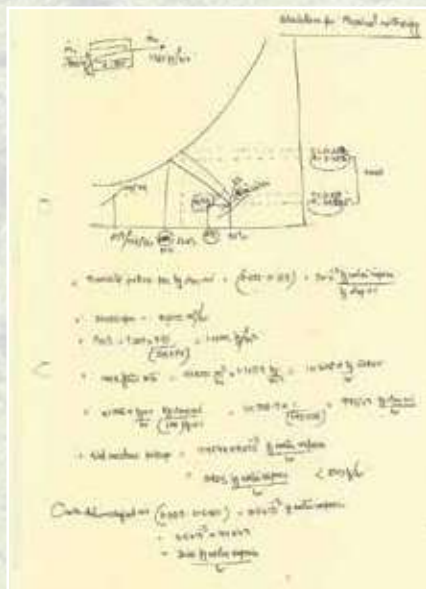
Unlike heating of air, in case of desiccation, the dry bulb temperature does increase and interestingly the wet bulb temperature rises minimally, thereby creating a high HD at lower dry bulb temperature. As a result tea can be physically withered at the desired HD but at a much lower temperature than in the case of plain heating.

Already in upper region of Assam, a knowledgeable and forward thinking Black tea maker has implemented use of desiccated air in one of the Physical Withering Machines not only to improve the quality of withered leaves but also to reduce the consumption of steam drastically. Interestingly, the HD obtained at the desired low temperature surpassed the desired HD during the peak monsoon, ambient HD being 2 deg F.

On the other hand, in The Nilgiris, a knowledgeable and innovative Orthodox tea maker is already on the unique job of using Continuous Withering Machine for manufacturing of Orthodox tea -- for the first time in the world. Desiccated air is used there to reduce the withering temperature, thereby improving the tea quality.

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Highlights : Auction Average

India : April to August (in INR per Kg)

CTC + All Dust	ALL Sector			Estate			BLF		
	2018-19	2017-18	+/-	2018-19	2017-18	+/-	2018-19	2017-18	+/-
Assam	169.43	161.17	8.25	181.10	171.97	9.13	137.19	126.20	10.99
Cachar	137.91	125.35	12.56						
Dooars	153.47	144.99	8.48	170.14	163.11	7.03	119.55	105.87	13.68
Terai	127.70	113.34	14.37	147.66	132.15	15.51	111.90	97.66	14.24
N.India	157.34	146.59	10.75						
S.India	95.29	91.32	3.97						
Orthodox									
N.India	217.78	224.58	-6.80						
S.India	134.79	132.44	2.35						

World Average Tea Auction Prices

January to August (per Kg)

CENTRE	Currency	In Countrywise Currency			In INR (Approx)			In US \$ (Approx)		
		2018	2017	+/-	2018	2017	+/-	2018	2017	+/-
Chittagong	BDT	235.92	178.67	57.25	187.51	144.92	42.59	2.82	2.22	0.60
Mombasa (Kenya)	US Cents	269.00	299.00	-30.00	178.80	195.43	-16.63	2.69	2.99	-0.30
Limbe	US Cents	185.43	179.09	6.34	123.26	117.05	6.21	1.85	1.79	0.06
Colombo (Mainly Orthodox)	SL Rs	586.79	612.01	-25.22	248.31	263.06	-14.75	3.74	4.02	-0.28
Exchange Rate:			India	Bangladesh	Sri Lanka					
January to July	US\$ 1=	2018	66.47	83.63	157.08					
(Approximate)		2017	65.36	80.58	152.06					

Source : ITA

Crop Figures of Some Major Tea Producing Countries *in Million Kgs.*

	January to July					January to December			
	2018	2017	2016	2015	2014	2017	2016	2015	2014
N. India	462.4	478.0	453.5	422.4	408.7	1087.1	1054.5	981.1	965.2
S. India	121.5	137.6	121.1	142.1	145.0	234.7	212.9	227.6	242.1
All India	583.8	615.5	574.6	564.5	553.6	1321.8	1267.4	1208.7	1207.3
Sri Lanka	181.3	181.1	173.8	198.4	201.3	307.1	292.6	329.0	338.0
Kenya	266.1	232.5	278.6	206.2	256.0	439.9	474.8	399.7	455.1

Indian Tea Exports

in Million Kgs.

Period	Year	North India	South India	All India
January to July	2018	79.00	54.30	133.30
	2017	75.90	49.10	125.00
January to December	2017	157.69	94.22	251.91
	2012	130.19	78.04	208.23
	2007	102.72	76.03	178.75

Source : Tea Board



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			298.2	140.00	306.8	137.96	347.3	140.61	327.0	135.79
Oct			335.0	141.92	212.1	137.29	296.6	133.02	287.4	135.37
Nov			461.6	140.71	390.1	138.30	325.8	140.29	329.0	139.29
Dec			386.5	137.72	329.5	132.64	463.7	135.69	409.0	135.28
Jan			321.3	124.49	318.2	122.16	279.8	124.39	287.2	123.56
Feb			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 Aug	1155.7	153.11	1105.2	143.39	1079.8	145.16	901.3	144.27	915.3	153.70
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			96.2	162.61	116.3	144.20	127.8	152.44	112.8	143.76
Oct			111.9	165.44	79.4	145.46	96.5	144.98	105.4	141.90
Nov			138.3	159.66	124.2	145.51	110.7	148.49	109.3	146.06
Dec			110.6	152.65	94.2	138.03	147.3	142.72	128.3	140.29
Jan			100.6	132.71	93.5	128.46	91.8	127.78	90.8	125.23
Feb			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 Aug	405.2	169.39	372.2	156.11	396.1	150.32	309.4	155.38	332.8	163.71
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	26.2	96.26	32.5	91.01	40.0	74.00	30.5	67.09
May	47.4	77.60	45.5	83.43	21.0	93.06	30.6	67.93	35.8	79.56
Jun	43.0	76.46	52.5	73.37	26.7	96.11	45.3	63.16	36.5	75.62
July	44.2	78.67	29.6	69.43	34.4	88.47	50.3	63.87	55.3	68.32
Aug	37.2	83.08	55.2	64.45	37.0	86.58	35.1	61.93	42.7	62.33
Sep			40.6	69.56	41.4	95.18	34.1	63.43	34.8	69.98
Oct			29.3	76.49	27.0	95.49	46.3	67.16	43.2	68.34
Nov			54.9	73.93	35.7	97.05	34.2	69.78	38.0	61.83
Dec			27.8	79.37	27.5	102.55	33.2	77.99	29.3	64.86
Jan			33.5	87.23	27.4	105.55	28.3	92.85	42.9	73.34
Feb			23.9	92.56	28.2	103.92	24.7	105.20	32.2	77.10
Mar			29.5	91.31	29.2	104.77	27.7	91.43	26.6	76.35
April to Aug	196.9	80.15	209.0	75.52	151.5	90.54	201.3	66.00	200.8	70.19
April to March			448.5	77.91	368.0	96.23	429.7	72.81	447.8	70.10



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	37.9	121.31	56.4	109.75	71.5	91.79	58.5	101.31
May	79.8	103.15	68.7	106.91	49.9	110.88	61.7	85.37	65.8	100.01
Jun	69.1	99.38	78.0	98.14	49.5	108.76	71.3	81.49	78.7	87.05
July	65.8	101.78	46.3	96.54	44.5	101.94	76.5	82.01	94.3	87.11
Aug	45.3	108.51	77.6	95.51	55.7	105.14	45.9	81.74	67.1	83.70
Sep			47.1	93.22	60.7	108.79	59.6	87.08	60.8	90.23
Oct			53.1	102.96	42.0	108.36	74.4	95.38	66.5	87.71
Nov			76.4	100.28	55.8	108.26	56.9	92.98	69.6	80.77
Dec			46.3	97.66	59.8	108.86	58.9	100.11	61.4	89.67
Jan			60.1	107.72	60.0	114.16	56.7	111.04	71.6	90.48
Feb			45.1	114.82	44.9	124.25	50.0	117.11	64.1	93.17
Mar			54.3	115.74	52.2	127.59	55.2	106.96	55.8	92.35
April to Aug	312.1	104.84	308.4	102.04	256.0	107.42	326.9	84.63	364.5	91.08
April to March			690.8	103.42	631.4	111.33	738.5	93.69	814.3	89.95



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	228.19	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			23.1	212.25	24.8	214.00	21.2	215.42	22.6	196.79
Oct			32.7	213.89	21.0	209.62	16.2	218.46	21.8	184.41
Nov			39.6	213.96	33.5	209.66	24.7	208.64	22.1	184.16
Dec			25.5	197.75	21.3	207.95	21.6	204.01	22.5	172.56
Jan			22.7	168.69	24.5	181.05	5.6	181.89	9.2	158.35
Feb			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 Aug	120.7	217.78	116.0	224.78	93.6	232.03	70.3	228.79	73.9	217.71
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	4.2	149.91	6.1	132.67	6.9	118.18	4.1	120.53
May	11.4	138.19	8.9	141.32	5.6	136.00	6.7	120.68	5.8	111.84
Jun	9.6	139.67	11.2	127.50	6.5	141.53	8.2	118.26	8.9	105.70
July	9.2	128.06	6.8	125.74	5.1	131.16	10.4	115.01	12.1	99.53
Aug	5.3	126.32	11.4	127.96	8.3	138.48	7.0	110.87	7.5	96.47
Sep			7.0	120.57	9.8	142.84	9.1	120.67	6.0	110.88
Oct			10.0	129.32	6.4	138.25	8.9	115.28	8.0	119.20
Nov			11.6	121.64	8.7	134.53	9.3	120.26	7.3	109.17
Dec			6.8	121.33	8.6	134.57	7.6	125.37	6.5	109.63
Jan			8.7	133.10	7.5	134.68	8.5	129.68	7.6	117.08
Feb			5.5	130.05	5.5	137.66	7.1	127.95	6.7	115.28
Mar			6.6	133.02	6.6	143.52	6.5	121.41	5.0	117.35
April to Aug	41.8	134.79	42.6	132.44	31.7	136.36	39.2	116.48	38.4	104.44
April to March			98.8	129.22	84.8	137.38	96.2	120.18	85.5	109.80



**Auction Average of Estate : April to August
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	184.72	174.44	165.72	172.86	183.37
Medium Brokens	187.10	180.71	164.17	178.91	182.05
Small Brokens	190.96	183.22	171.33	182.10	189.12
Fannings	180.76	172.53	163.22	169.90	187.34
PD	193.41	178.50	167.77	183.69	176.64
Dust	203.76	190.10	176.96	195.65	192.18
All Secondaries	142.78	133.01	124.53	120.00	138.83

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	149.05	141.75	140.84	140.10	146.73
Medium Brokens	168.69	161.50	160.32	159.64	158.30
Small Brokens	181.61	176.12	173.35	171.87	167.25
Fannings	176.30	170.55	166.31	161.34	159.73
PD	168.55	157.56	154.06	148.70	152.61
Dust	163.04	150.05	144.72	140.86	147.72
All Secondaries	140.56	135.03	133.87	120.32	135.16

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	135.26	119.31	124.18	122.16	131.01
Medium Brokens	140.67	127.03	134.53	136.24	141.23
Small Brokens	157.48	141.27	143.74	147.82	148.54
Fannings	157.04	139.77	140.14	143.17	144.72
PD	153.56	134.90	131.81	129.26	140.93
Dust	155.40	139.65	129.70	130.51	139.58
All Secondaries	120.86	110.51	117.51	105.61	120.40

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	127.24	114.67	116.32	110.56	127.79
Medium Brokens	134.39	126.25	123.85	120.20	133.48
Small Brokens	140.29	128.95	128.69	125.64	139.24
Fannings	137.39	122.69	122.88	121.20	130.95
PD	146.78	130.64	124.96	120.08	131.00
Dust	148.44	131.25	121.02	119.07	132.03
All Secondaries	137.72	125.14	110.24	98.85	118.68



Compiled by **Soumen Bagchi**



Auction Average of Estate : April to August

Tripura

CTC & DUST	2018-19	2017-18	2016-17	2015-16	2014-15
	Avg. (Rs.)	Avg. (Rs.)	Avg. (Rs.)	Avg. (Rs.)	Avg. (Rs.)
Large Brokens	132.62	118.87	119.28	115.21	141.74
Medium Brokens	126.14	116.63	122.62	109.80	135.92
Small Brokens	129.13	114.89	125.93	117.57	134.97
Fannings	125.00	112.72	118.41	108.20	129.06
PD	130.99	110.87	114.72	102.22	127.17
Dust	142.76	120.39	117.54	109.73	129.14
All Secondaries	123.37	103.03	101.18	96.21	119.38

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

ASSAM : Estate		Below Rs.140	Rs.141-150	Rs. 151-160	Rs. 161-170	Rs. 171-180	Rs. 181-190	Rs. 191-200	Above Rs.200	Total %
Primary CTC	2018- %	27	12	11	9	8	6	6	21	100
	2017- %	38	10	8	7	6	6	5	20	100
Primary Dust	2018- %	14	8	7	7	7	8	11	39	100
	2017- %	26	8	7	8	8	7	7	29	100
Secondaries	2018- %	64	11	7	6	5	3	2	3	100
	2017- %	72	7	7	5	3	2	2	2	100
Total CTC+Dust	2018- %	28	11	9	8	7	6	7	23	100
	2017- %	39	9	8	7	6	6	5	20	100

Dooars & Terai : Estate		Below Rs.140	Rs.141-150	Rs. 151-160	Rs. 161-170	Rs. 171-180	Rs. 181-190	Rs. 191-200	Above Rs.200	Total %
Primary CTC	2018- %	52	5	5	7	8	7	6	10	100
	2017- %	59	5	5	6	8	7	4	6	100
Primary Dust	2018- %	44	10	9	8	9	9	6	5	100
	2017- %	56	8	8	9	8	5	3	2	100
Secondaries	2018- %	73	8	6	5	4	2	1	1	100
	2017- %	76	6	6	5	3	1	1	1	100
Total CTC+Dust	2018- %	54	6	6	7	7	7	5	8	100
	2017- %	61	5	6	6	7	6	4	5	100

Lal Raisinghani, Advisor TEA TIME and Vice Chairman, Contemporary Brokers meets Jag Mohan Puri OBE



*Mondays
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Q: Can you share with us memories of your early childhood, education and family?

A: I come of a family of medical and engineering professionals. My paternal grandfather was in Public Health and his father a Civil Surgeon. My maternal grandfather was a Civil Engineer from Bristol University who built the Lahore Mint. I have three children. My eldest daughter Kavita is an MD from AIIMS, New Delhi and an FRCS from Ireland and Australia. My second daughter Anjila is a leading Multi Media Graphic Designer from NID, Ahmedabad and my son Ranvir is an MSc (CAD/CAM) from Liverpool, an MBA(Finance) and was a British Chevening Scholar from Imperial College, London.

Q: How many jobs have you changed in your working life?

A: After completing my studies at Imperial College, London in 1958, I started working in London. I started my career as a Technical Officer with Imperial Chemical Industries (ICI) in Calcutta but soon moved to Simon Engineering Group as a Project Engineer and got hands-on experience in the construction of Durgapur Steel Plant with some other projects at Calcutta and Madras where I met Shell Oil and worked with them for 17 years. In 1978, I got invited by Assam

Company – the oldest tea Company in the world and a member of Inchcape plc - to take over initially as GM and subsequently as Director–Special Projects.

Q: What prompted the change from Burmah-Shell Oil Company to Inchcape's Assam Tea Company and how did you adjust to the new environment?

A: After Burmah-Sell became Bharat Petroleum Corporation, changes were inevitable. Both Shell and Inchcape were similar in their work ethos in many ways. Thus the transition was not too difficult.

Encouraged by a few of my closest friends in London and Delhi I started the Imperial College Alumni Association in India (ICAAI) in 1991 and remained as President for 15 years. The Association helped students get admission to UK Universities and also invited faculty and students from Imperial College to India. The Association also raised funds and contributed towards scholarships to Indian students.

Well before my retirement, I became interested in promoting deserving Indian students who wished to study overseas. In 1997 I started The Combine Company (TCC), with the guidance of the British High Commission, as the India representative of a few UK Universities. Our website www.combineco.com gives the complete details. Our efforts were recognized by the British Government and in 2006, Her Majesty Queen Elizabeth II had awarded me the Most Excellent Order of the British Empire (OBE).

Q: Did you ever think of quitting your job if you won a lottery, even if you loved your current position?

A: Never. Happiness through my work has always been my priority and not a pay cheque.

Q: Tell me about an accomplishment that shaped your career.

A: I have always believed in innovative thinking, taking risks and motivating by giving responsibility.

Q: How would your boss from your last job in Inchcape best describe you?

A: He liked my initiative, ability to disagree with a reasoned argument and communicate as best as one can.

Q: What makes you excited about Mondays?

A: Mondays can be a struggle. But I love my business as most professionals and have a positive attitude towards achievement of goals.

Q: Why are you in this profession?

A: I was only 18 when I got the fortune to work with Sir Alexander Fleming. I am passionately interested in guiding students in choosing careers and professions getting enlightened by great experiences.

Driven by Passion

By Kaveree Bamzai



If radhika chopra, art patron and founder of luxury tea brand, no. 3 clive road, is a role model worth emulating then arunima patel, founder, igenetic diagnostics, a health start-up, is making medical testing efficient. 11 shepreneurs who are making news.

When she was 14 years old, she was involved in a car pile-up that left her neck shattered. Paralysed from the neck down, she spent a year learning to walk again, and had to start writing with her left hand. That same year, she graduated as valedictorian of her high school class. Chopra comes from an adventurous Sikh family and moved to the US when she was nine after her electrical engineer father was offered a job in the US. The family of four (Chopra has an older sister) were the only Indians in a small farming community in Vernon, New Jersey. She and her older sister (Nandita Chopra, posted at the US Embassy in Delhi as the India Representative for the US National Institutes of Health) learnt to work hard in the America of the 80s. Chopra went to Wellesley College (Hillary Clintons alma mater) to study economics and subsequently worked at the Federal Reserve Bank in the emerging markets sector in Manhattan.

She continued her education at the John F Kennedy School of Government, Harvard University, for a two-year postgraduate course in public policy. It taught her consensus building, working in a team, defending her point of view, and most importantly, democracy. But when she went back to the Federal Reserve Bank, she felt oddly restless. After following up on a job advertisement in The New York Times seeking someone with experience in public policy and central banking, she started to work for the late Richard Medley, adviser to financier George Soros who co-founded an elite economic

magazine that sought to explain world markets to a more general audience. The start-up dealt with emerging markets, which meant getting into work at 4 am, to cover Southeast Asia and leaving the office at 7 pm every day. It allowed her to travel the world and meet senior economists such as Larry Summers and then Japanese Finance Minister where she was able to converse in Japanese (among her many acquired skills). But it was also exhausting and after two years, Chopra quit her job without a plan. While she

was trying to figure out her next move, she was asked by her sister who she most envied and Chopra immediately responded with people in the art world.

At her sister's encouragement, she started interning at the Bose Pacia Gallery in New York that specialised in contemporary Indian art, eventually becoming gallery director. Three years later, she was ready to get married to long-term boyfriend Rajan Anandan (they had met when he was at MIT). After the marriage they moved to Chicago where she went back to the Federal Reserve Bank and continued to support the arts in her free time. Eventually, they moved to Austin, Texas, where Anandan worked with Michael Dell as his executive assistant. One thing led to another and the young couple landed in Delhi in 2004, packing up their Austin home, putting it in storage in New York, hoping to return soon. They were planning to stay for six months but then Chopra got pregnant with their daughter Maya. Its been 14 years now. Anandan has moved from Dell to Microsoft to Google now, where he heads their South Asia and Southeast Asia business. Chopra has turned her passion for art into a full time occupation, starting the Foundation for Indian Contemporary Art for the Vadehras to support the arts (she is now on the board), patron of the Kochi Biennale, on the art advisory council of Harvard South Asia Institute, and building up a staggering private collection of some of the finest Indian artists.

No. 3 Clive Road was where her grandfather lived and where her father was born (it is now No. 3 Thyagaraja Marg). Her grandfather was the comptroller, keeping accounts for the British Government in India, while New Delhi was being built in 1931. "He maintained a beautiful diary which was introspective and reflective of the world that was changing around him. I wanted to bottle up that history and keep it forever.

Her luxury tea brand, No. 3 Clive Road, is dedicated to those origins, of large families coming together for tea in a home that was always welcoming. "I always wanted to create a product," says Chopra, "something I could design myself". From the artwork on the tea tins to explainers about each blend, Chopra is involved in driving every aspect of the brand.

Starting in 2015, with a personal investment of \$25,000 (16.92 lakh), she has built a company of 12 people, eight of them women (all in the front office), and they now retail online through a beautifully designed website. "Tea estates who didn't even look at me earlier now call me." She learnt everything from scratch, from packaging to shipping, procurement to blending, from designing to selling. She started small, with four blends and 100 boxes each, but then an order from hotel Andaz, Aerocity, Delhi, to design their in-room tea service over 550 rooms changed the game.

The eventual goal is to create an Indian brand that is internationally recognised and valued.



Radhika Chopra with husband Rajan Anandan

Her interest in art continues unabated, and her home is probably the most exquisite gallery possible it houses everything from a Shilpa Gupta neon installation (Where Do I End and You Begin) to a Subodh Gupta

painting. Dayanita Singh's photograph of Chopra's husband and 12-year-old daughter, a gift, is on one wall while Ayesha Jatois' stripped Mughal miniatures are on another. Chopra is fanatical about exercise because it is also her physical therapy, and does so with a trainer before dropping her daughter to school. Then it's work, school pick-up and back home. The mind is always buzzing that she is off this summer to New York for a consumer discovery fair for small brands on public demands. As expected, she has charted out her goals already soak in as much learning as possible, make friends and sell No. 3 Clive Road which for the first time this month has made a profit. Typical of many women her age, she manages a demanding business, an active engagement with the arts, ageing parents (the sisters moved the parents to Delhi), a daughter about to be a teenager, and a busy husband. And oh yes, a complete numbness on the left side of her body which she shrugs off with a smile



In Memory

17th August, 2018

Dear Mrittika family,

We're in US; returning I read in the Tea Time the sad news that Mrittika has passed away. I came to know Mrittika through Prafull Goradia, and his journal Tea Time. I wrote for the Quarterly for many years. When I wanted to stop, she insisted I continue which I did to this day.

Mrittika was a friend, and when Manisha and I were in Kolkata in 2014 she, with her husband, visited us in Ballygunge. She also briefly came to our friend Arun Lahiri's place to discuss some matter of publication. She was such a helpful person.

Mrittika's interests were varied and wide, and we enjoyed her travel and other pieces in the Tea Time. A good and smiling person was she. We'll miss her greatly.

In this difficult time for the family we convey our deepest sympathy.

Kalyan Sircar



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