

GOVERNMENT OF INDIA  
MINISTRY OF COMMERCE & INDUSTRY  
(DEPARTMENT OF COMMERCE)

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 1956**  
**TO BE ANSWERED ON 23<sup>rd</sup> DECEMBER, 2022**

**ENHANCING THE PRESENCE OF INDIAN TEA IN INTERNATIONAL MARKET**

1956 SHRI R. GIRIRAJAN:  
SHRI S. KALYANASUNDARAM:  
SHRI M. MOHAMED ABDULLA:

Will the Minister of **COMMERCE & INDUSTRY** be pleased to state:

- (a) whether Government has taken measures to increase domestic production and enhance the presence of Indian tea in the international market;
- (b) if so, the details thereof and if not, the reasons therefor;
- (c) whether Government agrees with the view that the pressing need of the hour is to create demand for tea by generic promotion, positioning tea as a super food/beverage and highlighting the immense health benefits of tea;
- (d) if so, the details of the initiatives taken/being taken by Government in this regard; and
- (e) if not, the reasons therefor?

**ANSWER**

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY  
(SMT. ANUPRIYA PATEL)

(a) to (e): The Central Government, through Tea Board, is implementing “Tea Development and Promotion Scheme (TDPS)” which inter alia, includes activities for improvement in tea production, productivity, quality up-gradation, research and extension, promotion of exports and value addition through provisions of financial and technical assistance to growers and other stakeholders of the tea industry. Financial assistance has been provided by the Tea Board for various activities like replantation/replacement, rejuvenation, irrigation, mechanization, orthodox tea production, setting up of tea factories, self- help groups/farmer producer organisations etc. under the scheme. During 2021-22 tea production stood at 1344.40 million kgs as against 1283.03 million kgs in 2020-21, indicating thereby an increase of 61.37 million kgs (4.78%).

In order to enhance presence of Indian tea in the international market, focused and sustained initiatives are taken up which, inter alia, includes arranging buyer-seller meets, effecting exchange of trade delegations, participating in international trade fairs and undertaking generic promotion of Indian Brands in key markets.

To promote tea demand generation, generic promotion is done through social media platforms for propagating health & wellness benefits of “Tea” and for creating awareness & knowledge about its diverse ranges amongst the consumers. The apparent domestic retention of tea for the year 2021-22 was around 1170 million kgs. as against 1107 million kgs in 2020-21, indicating an increase of 5.69%. Under the market promotion component of TDPS, Tea Board spent Rs.46.42 crore from 2017-18 till November 2022.

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