



PHD Research Bureau
PHD Chamber of Commerce and Industry



Several steps taken to boost the Indian tea industry, to address emerging challenges and to create a global brand

India has taken several steps to boost the output, create a niche brand for Indian tea and to ensure the welfare of the families associated with the tea industry.

India is the 2nd largest tea producer and largest black tea producer with production at around 1350 M. Kgs and self-sufficient to meet out the domestic requirements and export obligations. India is also the largest consumer of black tea and consumes around 18% of the total World tea consumption. Indian teas are exported to various destinations and is the 4th largest tea exporter besides catering to a large number of domestic consumers.

The Indian tea Industry is employing 1.16 million workers directly and an equal number of people are associated with it indirectly.

Small Tea Growers are the emerging Sector contributing nearly 52% of the total produce. Presently there are nearly 2.30 lakh of Small Tea Growers existing in the supply chain. For this segment, following steps have been taken:

- Government of India through Tea Board had helped in formation of 352 Self Help Group (SHG), 440 Farmer Producer Organisation (FPO) and 17Farmer Producer Companies (FPCs).
- Various seminars/interactions are made with the STGs for quality plucking, capacity building, rush crop management etc.
- Assistance towards procurement of pruning machines and mechanical harvesters.
- Setting up of Mini tea factories to encourage entrepreneurs and unemployed youth.
- Tea Board floated a tender for Price Sharing Formula for fixation of price of green leaves supplied between manufacturers and growers which will benefit a large number of people in a scientific method. The same is under process. A mobile app “Chai Sahyog”, is also being developed to help Small Tea Growers in terms of better price realisation and information.

Please find the appended link to access the detailed report on the same. [\(Click Here\)](#)

Please contact for any query related to this mail to Ms Mansi Goyal, Research Associate at mansi.goyal@phdcci.in , with a cc to Dr S P Sharma, Chief Economist | DSG at

spsharma@phdcci.in and Dr Deepika Chawla, Economist at deepika.chawla@phdcci.in, PHD Chamber of Commerce & Industry.

Warm regards,

Dr S P Sharma

Chief Economist | DSG

PHD Chamber of Commerce and Industry

PHD House, 4/2 Siri Institutional Area

August Kranti Marg, New Delhi-110016, India

Tel: +91 49545454

Fax: +91 11 26855450

Email: spsharma@phdcci.in

Website: www.phdcci.in

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PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi - 110 016 (India) • Tel. : +91-11-2686 3801-04, 49545454, 49545400
Fax : +91-11-2685 5450, 49545451 • E-mail : phdcci@phdcci.in • Website : www.phdcci.in, CIN: U74899DL1951GAR001947

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