

GOVERNMENT OF INDIA  
MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION  
DEPARTMENT OF CONSUMER AFFAIRS

**RAJYA SABHA**  
**UNSTARRED QUESTION No. 1210**

TO BE ANSWERED ON 16.12.2022

**SELLING OF NEPAL TEA AS DARJEELING TEA**

1210. SMT. SHANTA CHHETRI

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

- (a) whether Government is aware that Nepal tea is passed off in the retail market as Darjeeling tea to the unsuspecting consumers;
- (b) whether any steps have been taken by Government to protect consumer as 'consumer is king' and hence cannot be deceived in any way; and
- (c) if so, the details thereof and if not, the reasons therefor?

**ANSWER**

THE MINISTER OF STATE, CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION

(SHRI ASHWINI KUMAR CHOUBEY)

(a) to (c): Darjeeling Tea is protected by Certification Trade Mark and Geographical Indication and has a distinct logo. In order to ensure the supply chain integrity of Darjeeling Tea, the Tea Board has issued instructions on 11.11.2021 directing all the importers and the buyers of tea to ensure that origin of imported tea is mentioned in all their sale invoices and not to pass off imported tea as tea of Indian origin. All the distributors and the blenders of tea were directed that the label should clearly indicate on the packaging that the contents of the blended tea are imported, giving the source of origin of imported tea irrespective of whether the imported tea has been bought directly or through an intermediary. All importers importing tea into India for distribution in India are also required to inform about the place of storage of such imported tea to the nearest Tea Board Office within 24 hours of entry of such tea into India. Food Safety and Standards Authority of India (FSSAI) has also conducted joint training of Tea Board, Custom Officials notified as Authorized Officers at Land Customs Station (LCS) and FSSAI for strengthening of food import clearance of tea from Nepal.

A three tier quasi-judicial mechanism namely the District Consumer Disputes Redressal Commissions (DCDRCs), the State Consumer Disputes Redressal Commissions (SCDRCs) and the National Consumer Disputes Redressal Commission (NCDRC), has been established under the provisions of the Consumer Protection Act, 2019, where consumers can file complaints for redressal. In order to facilitate all consumers in filing consumer cases online, e-daakhil portal has been introduced in the Consumer Commissions.

The National Consumer Helpline (NCH), as a pre-litigation mechanism, receives grievances from consumers through telephone (short code 1915), web portal, letters, SMS, emails etc. and Mobile App. These grievances are taken up with the concerned entities for resolution. The Government has also established the Central Consumer Protection Authority to regulate matters relating to violation of rights of consumers, unfair trade practices and false or misleading advertisements which are prejudicial to the interests of public and consumers and to promote, protect and enforce the rights of consumers as a class.

Department of Consumer Affairs generates awareness under the 'Jago Grahak Jago' Campaign among the consumers of the country through video spots and other material on various provisions of the Consumer Protection Act 2019, MRP, Hallmarking, weights and measures, consumer grievance redressal mechanism and related issues through departmental website, State/UT Governments, TV, Radio and Common Service Centres. Regular messages are posted on social media to harness its potential to create consumer awareness.

The Department of Consumer Affairs has also launched "Jagriti", a mascot for empowering consumers and generating awareness of their rights. "Jagriti" is projected as an empowered young consumer.

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