

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

LOK SABHA
UNSTARRED QUESTION NO. 2085
TO BE ANSWERED ON 24th DECEMBER, 2018

SOFTWARE FOR TEA AUCTION SYSTEM

2085. SHRIMATI VASANTHI M.:

Will the Minister of **COMMERCE & INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) whether the Tea Board has asked the Industry to devise its own software for reforming the present auction system for tea and if so, the details thereof;
- (b) whether the Tea Board would not interfere in the process and if so, the details thereof;
- (c) whether the Tea Industry has been advised to go for product differentiation and rise in productivity to improve the industry's sustainability; and
- (d) if so, the details thereof?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री सी. आर. चौधरी)

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SHRI C. R. CHAUDHARY)

(a): No, Madam.

(b): Does not arise.

(c) & (d): The Tea Board has been advocating and encouraging product diversification and rise in productivity. Under the "Tea Development and Promotion Scheme", the Tea Board is providing financial assistance for developmental activities like replanting, rejuvenation and irrigation for increasing productivity and sustainability. Assistance is also extended for field mechanization, collectivization of small growers into self-help groups and farmer producer organizations, organic and quality certifications, value addition machinery etc. for ensuring the long term sustainability of the industry. For product diversification, the producers are encouraged by extending financial assistance for manufacturing orthodox and green teas.
