

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

**LOK SABHA**  
**UNSTARRED QUESTION NO. 1575**  
**TO BE ANSWERED ON 28<sup>th</sup> JULY, 2021**

**PROMOTION OF TEA INDUSTRY**

1575. SHRI PALLAB LOCHAN DAS:

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

- (a) whether it is a fact that the Government has taken several initiatives for the promotion of tea industry;
- (b) if so, the details thereof;
- (c) whether the Government has taken special initiatives for the promotion of orthodox tea; and
- (d) if so, the details thereof?

**ANSWER**

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्रीमती अनुप्रिया पटेल)

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

(a) & (b): Yes, Sir. The Central Government, through the Tea Board, is implementing the “Tea Development and Promotion Scheme (TDPS)” for promotion of the Tea Sector. The scheme, inter alia, includes activities for improvement in tea production, productivity, quality up-gradation, research and extension, promotion of exports and value addition by providing financial and technical assistance to growers and other stakeholders of the tea industry. A total amount of Rs.356.67 Crore has been spent from 2017-18 to 2021-22 (till June 2021). Besides an online application, e-Governance Initiative for Citizen Centric Services (eGICCS), has been launched to provide an end to end IT platform to the stakeholders. Further, an alternative e-auction platform has been set up at Jorhat, Assam.

(c) & (d) Yes, Sir. During the period from 2017-18 to 2020-21, financial assistance was provided for production of orthodox tea @ Rs.3 per kg. and for setting up of specialty tea units including the Orthodox tea factory @ 40% of the actual cost of plant and machinery (except land cost) subject to a ceiling of Rs.200 lakhs/factory, under the Tea Development and Promotion Scheme (TDPS). In addition, focused and sustained initiatives are taken up which, inter alia, include buyer-seller meets, participation in international trade fairs and brand promotion of Indian teas in international markets.

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