

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

LOK SABHA
UNSTARRED QUESTION NO. 3618
ANSWERED ON 17/12/2024

POPULARITY OF ASSAM TEA

3618. SHRI PHANI BHUSAN CHOUDHURY:

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

- (a) whether the Government declare tea to be a national drink;
- (b) whether the Government has proposed to increase the popularity of Assamese tea internationally; and
- (c) the details of new schemes for Assam's tea industries for 2024–25?

ANSWER

वाणिज्य और उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SHRI JITIN PRASADA)

- (a) No, Sir.
- (b) Tea Board regularly promotes Indian tea, including Assam Tea, in both international and domestic markets. Generic promotion of Indian Tea, including Assam Tea is carried out by Tea Board through participation in various domestic and international promotional events, fairs, and exhibitions, tea tasting and tea sampling activities and through various Indian Missions abroad.
- (c) Tea Board, under the Department of Commerce, is implementing the Tea Development and Promotion Scheme for the overall development of tea sector in the country, including in Assam. The Tea Development & Promotion Scheme was approved for the period of 2023-24 to 2025-26 with an increased outlay of 664.09 Cr. Under this scheme the Tea Board provides support to tea growers for various activities which inter alia include re-plantation of old and senile tea bushes, raising of tea nurseries, mobilization of small growers into Self Help Groups / Farmer Producer Organisations and conducting trainings and capacity building workshops for improving production, productivity and quality of Tea produced in the country.

The Assam Tea Industries Special Incentive Scheme (ATISIS) is a scheme of the State Government of Assam, which was notified in the year 2020. The components under ATISIS include Interest Subvention on Working Capital, Orthodox or Specialty Tea Production Subsidy, Subsidy for Orthodox & Specialty Tea Units for Plant & Machinery and Agriculture Income Tax Holiday.