

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:1712
ANSWERED ON:01.08.2003
EXPORT OF PLANTATION CROPS
UMMAREDDY VENKATESWARLU

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether exports from the plantation sector have not shown expected buoyance in this fiscal year;
- (b) if so, the reasons for the slow growth of exports in the plantation sector;
- (c) whether the foreign importers have complained of poor quality and packaging of goods from the plantation sector;
- (d) if so, the steps proposed to be taken to pay attention to the traditional exports from the plantation sector;
- (e) whether any promotional campaigns are required for the remaining period of this year to boost exports from the plantation sector;
and
- (f) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI CH. VIDYASAGAR RAO)

(a) : Yes Sir.

(b): The main reasons for the slow growth of exports in the plantation sector, specially tea, coffee and natural rubber, during the current financial year are :-

- Decline in exports of tea to Iraq (there were no exports during April-May, 2003 whereas 3.19 million kgs. were exported during the same period last year), lower off-take of tea by Russian Federation, stiff competition from other tea producing and exporting countries like Sri-Lanka, China, Indonesia, and Kenya., ban on tea imports by Iran.

- Domestic price of Natural Rubber (NR) ruling higher than international price, making exports unattractive.

- Decline in production of coffee leading to a consequent decline in exports of coffee

(c) & (d): No complaint on poor quality and packaging in the case of plantation commodities like tea. coffee and natural rubber have been received from foreign importers in the recent past.

(e)&(f): In order to boost the exports of plantation commodities, medium term export strategies have been formulated for tea, coffee and natural rubber through consultants, which are being implemented by the respective Commodity Boards. As part of the strategy, promotional campaigns are being undertaken in key export markets. The Boards are also participating in major international trade fairs and exhibitions to provide essential publicity and enhance the quality image of Indian tea, coffee and natural rubber. Promotional support is also being lent to the Indian exporters in their marketing efforts through organization of buyer-seller meets and provision of relevant market information with respect to the target export countries.