

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

UNSTARRED QUESTION NO:1813  
ANSWERED ON:01.08.2003  
PRODUCTION/CONSUMPTION OF TEA  
PRIYA RANJAN DASMUNSI

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

- (a) the total quantity of CTC and orthodox brand of tea produced in the country during the last five years till March, 2003;
- (b) the total consumption of tea in domestic market and the available surplus tea for exports during the above period, year-wise;
- (c) the special efforts made to popularize Darjeeling and Assam Logo tea in international market;
- (d) whether there is any specific expansion programme of Assam special variety and Darjeeling variety tea production in the country; and
- (e) if so, the details thereof?

**Answer**

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

(a): The quantity of CTC and orthodox categories of tea produced in the country during the last five years is as follows:

(in million Kgs.)

Category 1998-1999 1999-2000 2000-2001 2001-2002 2002-03

CTC	735.18	754.90	761.48	751.02	745.13
Orthodox	112.79	73.37	79.04	89.52	87.54
Other	7.19	8.23	7.84	6.71	4.93

Total 855.16 836.50 848.36 847.25 837.60

(b): Details of production, estimated domestic consumption and the estimated surplus available for exports during the last five years are as under:

( in million Kgs.)

Year Production Import Consumption # Estimated surplus available for exports  
(Production+Import-Consumption)

1998-1999	855.16	8.9	620	244.06	
1999-2000	836.50		10.4	638	208.90
2000-2001	848.36		15.3	658	205.66
2001-2002	847.25		16.1	678	185.35
2002-2003	837.60		19.6	698	159.20

# Based on the estimated figures of consumption as projected by IIM, Kolkata.

(c) : Darjeeling and Assam Teas, demarcated with their respective logos, are promoted by the Tea Board on a continuous basis in international markets by way of special promotions in collaboration with overseas supermarket/retail chains, as well as through trade fairs and exhibitions. Some of the special efforts/promotion activities recently undertaken by Tea Board to promote Assam and Darjeeling teas in overseas markets are as follows:

- An India Tea promotion Campaign was held in Paris from 4th to 30th April, 2003 in which a selection of 12 teas representing the three regions i.e Darjeeling, Assam and Nilgiri were put on offer.
- Tea Board sponsored `Sips & Tips` - a series of two-hour tea tasting sessions from 7th to 10th April, 2003 in Melbourne, Australia with the objective of broadening the awareness and understanding of quality Indian teas, particularly orthodox tea.
- A one week Assam Tea Promotion Campaign was organized in Ost Friesland, Germany from 10th to 17th May, 2003
- An Indian tea promotion event was organized at Harrods, London in June 2003, during which a superior selection of Darjeeling and Assam first flush teas was introduced.

(d) & (e): Government has not formulated any specific expansion programme for production of Assam and Darjeeling varieties of tea in the country. However, Tea Board is implementing a number of developmental schemes to improve the productivity and quality of teas produced in the country including the Assam and Darjeeling varieties.