

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

UNSTARRED QUESTION NO:715
ANSWERED ON:05.12.2003
QUALITY UPGRADATION SCHEME FOR TEA GROWERS
SRIKANTA DATTA NARASIMHARAJA WADIYAR

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

- (a) whether the Government have introduced a quality upgradation and product diversification scheme for tea growers;
- (b) if so, the details of such scheme; and
- (c) the promotive measures likely to be adopted for strengthening the production and export of tea?

Answer

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

(a) : Yes Sir

(b) : The scheme provides for financial assistance @ 25% of the actual cost subject to a maximum ceiling of Rs. 25 lakhs per tea factory for acquiring tea processing/blending and packaging machineries. It also provides for meeting part of the cost of quality/organic tea certification. The scheme also provides for taking up quality awareness programmes amongst the small growers and the manufacturers in order to upgrade the quality of the tea produced in the country.

(c): Tea Board is implementing a number of developmental schemes during the 10th Five Year Plan for enhancing productivity, quality and marketability of tea produced in the country. Financial assistance is being provided for important plantation activities like replanting, replacement planting, rejuvenation pruning, infilling, creation of irrigation facilities etc. Tea Board is also undertaking promotional campaigns and participating in important international trade fairs, besides providing financial assistance to the exporters of tea for meeting part of the cost of handling, packaging, transport/freight charges and value addition, in order to increase the exports of Indian tea. Government has also set up a special fund for the development, modernization and rehabilitation of the tea plantation sector.