

Role of Tea Board in the Development of Tea Exports from India-A Case of Indian Tea Industry

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Abstract—Tea is the second most lavish beverage in the world. Tea is started from a plant called *Camellia sinensis*. Tea is sweet-smelling refreshment organised by pouring hot water over leaves of the *Camellia sinensis*, an evergreen bush local to Asia. Black, Green and Oolong are the top most varieties of tea. It has been suggested that green and black tea may protect against cancer, though the catechins found in green tea are thought to be more effective in preventing certain obesity-related cancers such as liver and colorectal while both green and black tea may protect against cardiovascular disease. There are other teas such as white tea and Puerh tea, which have been introduced to the Western marketplace in these years. Tea consumption is required to remain a frequent and social drink for most Indian consumers. However, rising wellbeing mindfulness will encourage an expansion in total blended volume share for more upto date premium variations. The objective is to study the purpose of tea board in the advancement of tea exports. In the analysis, India's total also decreased with the others countries total as well. The results show that according to the upcoming years, the export of tea is going down rather than it should come up. It can affect lot of tea consumers or the exporters who are selling in bulks. It is also concluded that Tea Bags and black tea leaf of exports should be balanced according to the demand and supply of consumers. As tea is being the social beverage after the world and many people do consume it in the morning or whenever you attend the meetings or guests. It is somehow been necessary nowadays.

Keywords: Tea, Tea Board, Tea Consumption, Export, Tea Board Promotion

1. INTRODUCTION

Tea is originated in southern China just about 5000 years ago; “The Classic of Tea” written by Lu Yu is the principle monograph of tea, which was the known reference around 600BC. He established that tea is known for the peace of the world. Before all else, tea was handled and squeezed into cakes much like that Puerh. It was nutrition source, snack and even use as a type of money. The Chinese found advancing leaf tea that appreciates and turned into the way. This was when the black teas and oolongs were believed. From China, it went to Japan through Zen Buddhism around the 6th Century. It eventually became the basis for their way of life with the conception of the Japanese tea ceremony “Wabi Cha” and the ennoblement of tea into a religion of aestheticism, referred to as “Teaism”. Tea Board was set up in 1949. In the year 1903, the Government of India imposed require on tea exported from India for hype

in India and abroad under the Indian Tea Cess Act, 1903. Under this Act, a Tea Cess Committee was established to regulate the funds collected from the above publicity. The committee was made up of delegates of the Tea Industry including Chambers of Commerce. In 1937, the name of Tea Cess Committee was transformed to the Indian Tea Market Expansion Board. The Government of India, after independence enacted the Central Tea Board Act, 1949 and setup a body under Central Government Control, for the development of the tea industry. According a new Board, known as the Central Tea Board changed the Indian Tea Market Expansion Board. The new Board was responsible for

1. Boost the sale and expand the amount in India and abroad
2. Publicity.
3. Expand the production of tea in India.
4. Undertake helpor empowerscientific and technological research.
5. Collection of statistics.
6. Building co-operative efforts among growers and manufacturers.

To manage the planting of tea in India and its export, an independent body known as the Indian Tea Licencing Committee was also set up by the Government of India under Tea Control Act, 1933. This Act was passed in pursuance of International Tea Agreement, 1933 to which India was one of the endorser. After signing the second International Tea Agreement, the Indian Tea Control Act of 1933 was restored by the Indian Tea Control Act, 1938. In 1953, both the Central Tea Board Act, 1949 and the Indian Tea Control Act 1938 were revoked by the Tea Act 1953 which was bought into force on the 1st April, 1954. The Tea Board created under the Tea Act. 1953 was formally initiated on the 30th April, 1954. The functions of publicity and related exercise relating to tea on the one hand to control over the development and the export of tea on the other were merged in one, and the same body that is the Tea Board, instead of two independent bodies through the Central Tea Board and the Indian Tea Licencing Committee was constituted.

2. HISTORY OF TEA BOARD

The Tea Board of India is a state association of the Government of India set up to propel the development, handling, and residential change and also export of tea from India. The Tea Board India is in control for the task of affirmation numbers to exports of certain tea merchants. This certification is proposed to ensure the teas' starting point, which does would diminish the measure of false naming on uncommon teas such as ones collected in Darjeeling. The excessive measure of 'false' Darjeeling tea sold on the worldwide market relates in stark resistance to the portion of exporters which are unauthorized by the Tea Board India as genuine brokers of this region. Offices are situated in Kolkata, London, Moscow and Dubai. Chinese assortments of tea were initially brought into India by the British, in an attempt to break the Chinese monopoly on tea. Maniram Dewan (1806-1858) was the primary Indian tea grower, and is credited with building up the principal business estates of the Assamese assortment of tea. Historical records establish the popularity of tea drinking in India since 750 BC. In any case, the credit for rediscovering tea and establishing it at a commercial level goes to the British. Tea was originally consumed by Anglicized Indians that tea became generally

well known in India through a successful promoting efforts by the Tea Board. Some refer to the Sanjeevani tea plant for tea use in India.

3. OBJECTIVES OF TEA BOARD

The following are the important objectives of the Tea Board.

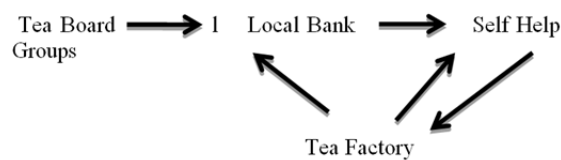
(a) To encourage and establish learning, research and improvement in similarity to the creation and commencing of tea. (b) Regulate and control the activities of the tea industry with special regard to the export of tea. (c) To study the role of tea board in the development of tea exports.

4. FUNCTIONS OF TEA BOARD

The principal function of the Tea Board, as prescribed in section 10 of the Tea Act 1953, is to promote the development of the tea industry. They are: - (a) To regulate the production and extension of cultivation of tea. (b) To improve the quality of tea. (c) Advancing cooperative efforts among growers and manufacturers of tea. (d) Helping in the maintenance of demonstration farms and manufacturing stations. (e) Helping in the control of insects and other pests and diseases affecting tea. (f) Regulating the sale and export of tea. (g) Preparing in tea testing and fixing grade standards of tea. (h) Expanding the utilization in India and elsewhere of tea and carrying on publicity. (j) Improving the marketing of tea in India and elsewhere. (k) Securing better service conditions and the provisions and improvement of amenities and incentives for workers. (m) Financial help.

5. ASSISTANCE PROVIDED BY THE GOVERNMENT

Assistance to Small Grower Self Help Groups-For the advancement of the little producers, the module plans at foundation of legitimate leaf gathering frameworks, transport courses of action and building up appropriate organisation arrangements with the quality tea handling plants. In order to beat the issue of budgetary obliges in buying and utilization of field sources of info, a spinning majority of tea is given to every self-improvement gatherings with the goal so that assets are available all the ideal opportunity for obtainment and convenient use of required information sources. By setting up an escrow course of action, the corpus will get recharged from the green leaf cost brought by the producers.



Tea Board will stop a specific sum ahead of time as rotating corpus in the financial balance to be opened mutually with the concerned Self Help Group (SHG) with an understanding that the bank will discharge the assets to the Self Help Groups only with prior endorsement of Tea Board towards the buy of the information sources. (The amount to be saved by the Tea Board

as the spinning corpus will be worked out at Rs.10000 for each hectare of tea region under the order of the SHG).

Eligibility for Subsidy

ii) For individual Small cultivators holding up to 4.00 ha under tea new planting in the North East region and in uneven zones of other district with a height of above 2500 feet above MSL.

iii) For Small Grower Self Help Groups

1. Setting up Leaf accumulation Centres/Input Storage godowns.2. Buy of measuring Scales/ Leaf carry packs/plastic cases3. Buy of Transport vehicles 4. Buy of field data sources - composts & plant insurance chemicals and actualizes – pruning machines and sprayers.

Eligibility criteria

i) All Indian organisations enrolled with the Tea Board holding substantial Registration Certificate (RC) under TMCO 2003 and/or Buyer's enlistment no. ii) Having monetary duty for the venture at any rate to the tune of 25 lakhs. iii) Indian accomplices of Joint venture organisations, having value share of number less than 51% iv) All enrolled Associations of tea makers and exporters are qualified to apply for help for advancement of Indian tea brands claimed by their individuals.

Conditions

1. Every interested Exporters/Associations are required to apply ahead of time to Tea Board in the endorsed application frame.2. Exporters/Associations will be required to apply ahead of time on organisation letter head to Tea Board for help under the above plan. While applying, candidate would be required to give:a) Full details of exports (volume and esteem) of their tea marks in the most recent 3 years, year-wise, to the specific nation for which promotional/financial assistance is looked for (Associations would be required to outfit data relating to their individuals). b) Indicate advertise prospects.c) Draw up a one-year arranges.3. All cases should be properly substantiated by evidence of instalments against self-guaranteed duplicate of receipt. Claim for repayment should be joined by a Chartered Accountant's Certificate. In the occasion of any false claims being held up, Tea Board maintains whenever authority is needed to claim discount of the sum conceded to the candidate with prevailing bank premium. 4. Applications will be prepared on "first-start things out serve" premise, subject to accessibility of assets 5. Tea Board reserves the right to inspect and audit the upcoming boutique progress and related papers from time to time and take decisions accordingly if the situation warrants 6. Relaxation may be made by Chairman/Deputy Chairman contingent upon the value of each case.

6. TEA INDUSTRIES IN DIFFERENT COUNTRIES

1. China

China is the nation where the production is in the prominent sums as it produces around 1,900 million kg per year. The reason is tea is one of the old common beverages of the country and tea is produced by the country since many decades. Tea is accepted both as the medicine and also one of the beverages. The share of the tea export market is 19%.

Chinese teas are basically grouped into six classifications: Green tea, black tea, oolong tea, white tea, yellow tea, and black – black (post – fermented tea). In Chinese culture, tea is one of the seven basic requirements of life. Others are firewood, rice, oil, salt, soy sauce and vinegar. China is primary in production of tea varieties like Jasmine, Rose and Lychee tea.

2. Kenya

Kenya is the second huge tea producer in the universe. It produces a total of around 432 million kg of made tea per year. The Kenyan tea growing region has a tropical atmosphere with decent rainfall. It gets a precipitation in the range of 1200 mm to 1400 mm per year. With a scarce population, its domestic consumption of tea is very little. With a huge surplus, Kenya is the biggest player among the tea exporters in the world. It exports almost 90% of its total production. Kenya creates mostly black tea, green tea, yellow tea, and white teas are also produced according to demand. They've become leaders in the growing selection that develop more lavishly, and those that are better ready to withstand the climate conditions, and additionally single-starting point artisan teas. The government is also giving a hand to support the farmers to grow tea.

3. Sri-Lanka

Sri Lanka's rank among the biggest producers of tea in the world is fourth. But it is the second biggest and a very important player in the list of world tea exporters. Tea production is now one of the island nation's largest industries, employing over a million Sri Lankan workers. Sri Lanka earns about 15% of its total export revenue from tea. It produced around 340 million kg of tea every year. Sri Lankans grow tea in the form of bushes they plant the bushes and then the leaf of the particular areas of the bush is plucked and then they are converted into tea powder by various methods. Sri Lanka, the nation formerly known as Ceylon, produces three main varieties: Ceylon black, Ceylon green, and Ceylon white tea.

4. Turkey

Though, the country has not got enough surface area still it has managed to be placed in the top 5. Turkey produced around 212 million kg of tea per year. It is marginally above 6% of total world tea production. Most of the Turkish tea plantation is concentrated on a region near the city of Rize. This area has a humid and mild climate along with a fertile soil. Turkey exports about 40% of its total production. The rest of the tea is used for domestic consumption. The Turkish people consume tea at an average rate of 2.5 kg per person each year. This is the highest per capita tea consumption rate in the world. Turkey mainly produces black tea, also known as Turkish tea, as well as Rize tea. Turkish tea is brewed in a samovar (self-boiler), creating a concentrated brew, which is then diluted with water when served. It is one of the few largest Tea Producing Countries in The World 2017.

5. Vietnam

Vietnam is another country which grows tea in larger amount. Its geographical conditions have made country to bang the sixth rank. Vietnam has an establishing tradition and practice of growing and drinking tea. In Vietnam, tea has been cultivated for centuries. The country is considered one of the native lands of tea. Vietnamese were producing 216,900 tonnes of tea for every year. The Vietnamese tea industry has both huge scale organisations with modern innovation and hardware, as well as small-scale autonomous

makers who make restricted amounts of artisan teas. The varieties delivering are diverse: around 60% of the tea created in Vietnam is cut-tear-curl black tea, 35% is green, and 5% is other strength assortments such as lotus or jasmine tea.

6. Indonesia

Indonesia is one of the country's which is producing tea since the ancient times. It produces around 148 million kg of tea every year. Most of the tea, Indonesia produces comprises of black tea. It exports 65% of its produce. The atmospheric conditions are very well suitable for producing black tea. Indonesia produces black, green, and Jasmine scented tea. Indonesia is the fifth largest among the tea exporters in the world.

7. Japan

Japan is eighth position in the world. Tea was brought to Japan by a Buddhist monk from China. The northern Japan is cooler and temperate. However the southern part has a more sub-tropical climate. The most important tea growing area in Japan is the Shizuoka. Tea is grown in Japan mostly on mountainous areas and about 60% of tea plantations are located on the hill slopes and plateaus where other crops are difficult to grow. Japanese green teas are predominantly steamed, with bancha being the most basic version. Japan is seen full of patches of tea production. It looks like a bed of the tea. Important varieties of Japanese tea are the "Gyokuro", "Sencha" and "Bancha". The darker green teas produce brew of higher quality.

8. Argentina

Argentina is the ninth largest tea producer in the world. Argentina produces around 105 million kg of tea per year. Mate, a traditional herbal brew, made from the leaves of yerba mate plant, is very popular in Argentina and their national drink. Black tea makes up the majority of the tea produced in Argentina with the subtropical climate providing ideal conditions for growing hybrid Indian and Assamica variants. Due to the large nation's varied climate and geology, it became one of the top producers in the world.

7. TEA INDUSTRIES IN INDIA

1. Assam

The Assam tea industry is one of the most ambitious tea-producing regions in the universe. Tea plantations in Assam produce close to 507 million kg of tea every year, making the state of Assam the world's greater tea-developing region. Assam's area under tea cultivation is about 3220 square km. It contributes more than half of the total tea produced in India. Most of the tea plantations in Assam are situated at a near sea level height. The best quality Assam tea is produced during the months of May & June. Assam orthodox teas are grown using *Camellia sinensis var. Assamica* plant and only those teas grown and manufactured in tea plantations are based in the Brahmaputra Valley in the North East India qualify to be called as Assam teas. Assam tea region is known for producing both Orthodox as well as CTC (Crush, Tear, Curl) variety of teas.

2. Darjeeling

The most important region among tea growing areas in India is Darjeeling. The Darjeeling tea industry is one of the earliest and the most important tea developing regions in the universe. Globally recognized for producing the 'Champagne' of teas, Darjeeling resides in the foothills of the snow-capped southern Himalayan Mountains. The rainfall is 3000-3500 mm annually. The tea is cultivated at an altitude of 600 to 2000

meters. Some of the famous tea gardens are Marybong, Tumsong, Ging, Chamong, Lingia etc. In Darjeeling black tea is the mainstay of the production. The famous Darjeeling 'muscatel tea' is one such kind. No other part of the world is known to produce this variety of tea.

3. Nilgiri

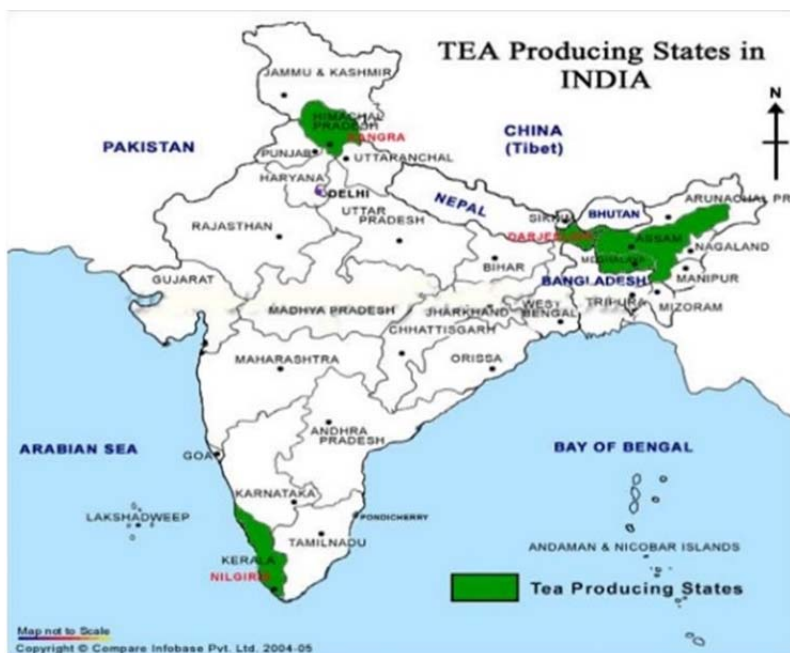
Nilgiri tea gardens are mostly owned by small tea growers. The Nilgiris have a distinctive place in the tea industry map of India. Tea is grown over an area of 700 square km. Around 10% of total tea production in India comes from the Nilgiris. It is the hilly upland area. The Nilgiri tea gardens are well-known for producing hand-sorted; whole-leaf grades like the orange pekoe and pekoe cut black tea. Nilgiri tea region also produces exceptional varieties of green tea, white tea as well as oolong tea. Lower tea grades, such as Broken Orange Pekoe (BOP) and CTC (Crush, Tear, Curl), are also produced across the region. The main characteristics of Nilgiri tea is its intense aroma, elegant fragrance and flavour. It comes with briskness and a dark colour.

4. Sikkim

The Temi Tea Garden is the only tea garden in the north-eastern Indian state of Sikkim. Its annual production is 1,00,000 kg per year. The teas produced here are well-known for their rich aroma and delicate taste. Temi Tea Garden is spread over an area of 177 hectares. The garden is laid over a gradually sloping hill. It is considered one of the best gardens in India and in the world. The organic tea produced in Temi Tea Garden is of top quality. It has huge demand in the international market. The tea garden is best regarded for producing Golden Flowery Orange Pekoe 1 (TGOF1) grade tea.

5. Himachal Pradesh

Dr Jameson first introduced tea in the Kangra valley. Black tea varieties produced in the Kangra valley are Pekoe, Coarse teas and Fanning. These are the ones that have the maximum popularity among the tea lovers. Its annual production is 0.8 million kg per year. Kangra boasts a handful of exceptional plantations of India which harvest chinary as well as hybrid chinary and clonal varieties of tea bushes. 90 % of the region is known for growing the orthodox variety of black tea, but few gardens also produce high-quality green teas as well, the most notable ones coming from the Wah tea estate in the Palampur region of Kangra.



(Source: Tea producing States in India)

8. VARIETIES OF TEA

1. Darjeeling

Darjeeling tea is sold at very high superiority in the global markets. The tea has its own fragrance that fits in the senses and it cannot be grown or manufactured anywhere in the world. The favour of the tea can be tasted at its best with milk and sugar. It is rich in antioxidants and can strengthen the immune system.

2. Assam

Assam Tea is famous for rich, full-bodied cup and has a bright, deep golden colour with a solid malty taste. It is also famous for its taste and bright liquor and also known as the choicest tea in the world.

3. Nilgiri

The climatic conditions provide Nilgiri teas with an energy, outstanding aroma and delicate essence. The fluid is intense yellow in deep, gives a rich taste and has notes of dark blooms. It is a truly flavoured tea for a stressful day.

4. Kangra

Kangra tea is known for its quality, one of a kind smell and tinge of fruity flavour. It is little milder in flavour than Darjeeling Tea and has more body and liquor.

5. Munnar

Munnar Tea produces rich yellow fluid with consolidated body, refreshing energy and a clue of organic commodity. It has an elegant, medium conditioned odour, which is described as being related to that of sweet biscuit.

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6. Dooars-Terai
Dooars Tea is described as light, black, amazing with great volumetric total. The first level has a fresh pure aroma, good shine and aura while the second level is stronger. This tea also plays a cut down role in very strong combination. Terai tea is known for its peppery and somewhat sweet punch. Dooars-Terai tea is described by bright, smooth and full-bodied liquor that is a small piece lighter than Assam Tea.
 7. White
White is made entirely from leaf shoots that are covered with pale fur. The new shoots are drawn before them opened, shrink and preserved slowly at low temperature. Here, tea leaves are not fold and slightly burned. The outcome is a tea with a soft aroma and natural sweet.
 8. Oolong
The name oolong truly named as “Black Dragon” and is extremely marked in China. Oolong teas include mostly rust leaves and mix the taste and colour elements in black and green tea. Extremely flavourful and sweet-smelling, they are consumed without milk and sugar. Assortments of oolong tea include: Formosa Oolong, TiKuan Yin, Formosa Pouchong and Black Dragon.
 9. Herbel
It is not consumed from the Camellia Sinensis plant, but instead a quality of leaves, roots, bark, seeds or blooms, it is peaceful, calm or strengthen.

9. TEA BOARD PROMOTION

1. International Events

It was started from 2012. Tea board had first participated at Gulf Food 2012 with five leading exporters in India. Tea Board of India had also participated in ‘Brand India Export’ at Ottawa during 13-14 march. The objective was to create awareness about Indian brands and products in Canada. Tea board also participated in BioFach Exhibition at Nuremburg, Germany during 15-18 Feb 2012. During at exhibition, India was declared as the partner country at Biofach. It has also organized Tea Board Pavilion and Golden Leaf India Award in conjunction with the 4th Global Dubai Tea Forum 2012 was set up by Dubai Tea Trading Centre (DTTC). Tea Board has also put up India pavilion at the 2nd Tea, Coffee and Cocoa Exhibition at Astana, Kazakhstan from 14-16 May 2012 with the six leading exporters from India. Tea Board performed at World Tea Expo, Las Vegas, 2012 from 1st to 3rd June, 2012. The organic Darjeeling, Assam, Nilgiri and Kangra tea as well as the famous spiced tea i.e. masala ginger tea were also sampled.

The special Indian tea promotion was started on 1st August, 2012 in Harrods, London. There was also Indian Tea Week held at Astana (13-15 August) and Almaty (12-14 August) as a special build-up of Indian Tea in Kazakhstan and also to commemorate 66th Independence Day. Tea board was also set up at the Euro gastro-Poland, held from 20-22 march, 2013. There was exhibition set up by the Tea Trade Association of Malaysia regarding the 3rd International tea and Beverage Fair – (12-14 October 2013). India Tea Pavilion also held at SIAL, Paris 2016. Tea Board India also participated at the Xiamen International Tea Fair, 2016 China along with 10 exporters.

2. Domestic Events

India's stall of Tea Board at the Northern India Industrial Trade Fair, held in Dehradun from 3rd-10th February 2013. India's stall at the World Tea and Coffee Expo, held in Mumbai from 13th-15th February 2013. Stall at the 4th Vision Rajasthan held in Jaipur from 4th-6th February 2013.

Analysis of Tea Board in the development of Tea Export

According to the Table 1, the analysis is about the export of tea black leaf in bulk, where there are 84 countries involved which do the export. Russia has the largest values in Lacks from 2015-16 and Nigeria has the lowest values in Lacks from 2015-16. Russia has the largest value in Lacks in 2016-17, whereas Slovak Rep has the lowest value in Lacks in 2016-17. The countries like Austria, Bhutan, Greece, Mexico, Swaziland, Syria and some more does not have any export in 2016-17. It also tells that the maximum countries exports came down in values, around 60 countries values came down from 2016-17 (April-Nov). Some have come upto NIL in values. In fact, the total of all the countries come down with the difference of 91,047.1 between the years of 2015-16 and 2016-17. India's total also came down to 1594,522,696.06 and has got affected too much.

ILE 1: Export of Tea Black Leaf in Bulk

c	Country	Values in Rs. Lacs		Quantity in the tons	
		2015-2016	2016-2017 (Apr-Nov)	2015-2016	2016-2017 (Apr-Nov)
1	AFGHANISTAN	587.51	459.34	503.83	330.88
2	ALGERIA	88.02	27.88	23.0	23.2
3	ARGENTINA		0.01		0.12
4	AUSTRALIA	357.83	136.43	172.22	43.22
5	AUSTRIA	0.22		0.11	
6	AZERBAIJAN	238.3	24.3	128.2	32.22
7	BAHARATIN	6.12		0.08	
8	BANGLADESH	2,227.82	3,220.75	7,120.21	3,223.82
9	BARBADOS		1.01		0.02
10	BELGIUM	207.12	277.82	424.37	282.22
11	BULGARIAN	4.14		1.2	
12	BURUNDI	0.22		0.12	
13	BURUNDI		27.33		14.42
14	CANADA	2,092.72	1,488.53	831.88	582.2
15	CHILE	11.48	2.22	4.32	1.1
16	CHINA	1,787.13	1,036.73	1,592.67	1,041.78
17	CHINA PRP	1,408.28	2,779.82	2,778.32	1,482.21
18	COLOMBIA	28.72	24.8	22	20
19	COTE D'IVOIRE	42.82	8.21	7.13	0.82
20	DENMARK	58.48	5.52	1.04	0.92
21	EGYPT ARP	229.2	88.2	120	82.2
22	ESTONIA	12.07	27.02	2.7	22.02
23	FINLAND	202.88	227.12	120.22	212.12
24	FRANCE	197.22	282.82	207.16	24.22
25	GAMBIA		120.02		24
26	GEORGIA	582.8	124.74	313.11	42.22
27	GERMANY	12,486.06	8,822.48	5,126.20	3,481.72
28	GREECE	14.14		14.28	
29	HONG KONG	4.52	15.02	0.24	1.22
30	INDONESIA	622.2	220.78	128.22	122.02
31	IRAN	22,022.22	12,222.22	22,222.22	2,222.22
32	IRAQ	121.02	127.52	121.1	122.22
33	IRELAND	1,712.43	1,928.98	753.88	222.22
34	ISRAEL	12.02	12.74	6.52	1.22

35	ITALY	110.03	333.01	14.07	181.77
36	JAPAN	7,730.30	1,379.37	2,012.40	1,008.67
37	JORDAN	127.89	12	87.1	0.24
38	KAZAKHSTAN	7,217.07	0,107.05	5,820.83	1,068.91
39	KENYA	2,230.33	256.1	2,353.35	273.28
40	KORFA REP	1.54		0.78	
41	KYRGHYZSTAN	285.14	470.01	143.36	152.01
42	KOREA RP	27.24	20.28	7.59	2.72
43	KUWAIT	168.27	01.4	1.09	71.46
44	LATVIA	76.33	18.08	48.67	34.01
45	LIBYA	21.2		12.13	
46	LITHUANIA	92.13	12.83	22.69	7.04
47	MALAYSIA	2,122.92	2,700.02	1,212.98	2,170.27
48	MALDIVES	2.27	2.28	0.28	0.08
49	MEXICO	2.09		1	
50	MOROCCO	13.13	148.41	12.25	40
51	NEPAL	21.98	73.72	8.86	47.17
52	NETHERLAND	4,827.78	3,406.92	1,752.10	1,302.73
53	NEW ZEALAND	25.72	22.05	9.47	2.28
54	NGERIA	0.28	76.12	0.1	25
55	OMAN	22.07	12.27	10.02	22.22
56	PAKISTAN BR	1,151.22	1,006.08	26,022.71	1,222.08
57	PANAMA REPUBLIC	3.44		1.09	
58	POLAND	1,626.43	3,209.37	4,191.22	2,323.82
59	QATAR	14.62	31.04	13.1	21.91
60	RUSSIA	26,417.53	33,072.81	41,656.42	27,133.71
61	SAUDI ARAB	2,707.82	2,075.82	861.28	220.10
62	SENEGAL	22.20	27.77	10.28	13.82
63	SEYCHELLES	0.57	1.91	0.21	0.70
64	SERRA LEONE		29.67		12
65	SLOVAK REP		0.74		0.03
66	SINGAPORE	221.19	221.22	202.8	207.62
67	SOUTH AFRICA	7.04		2.01	
68	SPAIN	17.2	24.1	21.59	201.56
69	SRI LANKA DSR	1,759.81	1,444.70	1,500.17	1,120.34
70	SWAZILAND	0.92		0.1	
71	SWEDEN	21.51	4.4	1.44	0.86
72	SWITZERLAND	87.77	47.21	8	4.97
73	SYRIA	21.28		12.2	
74	TAJIKISTAN	25.12	107.82	22.27	82.72
75	TUNISIA	2,467.81	823.51	3,392.50	922.41
76	TURKEY	477.14	366.92	382.25	291.17
77	UGANDA	0.02		0.02	
78	UARAD EMIS	27,000.29	20,852.09	9,008.02	6,272.02
79	UK	15,720.56	22,028.48	13,151.12	11,307.54
80	UKRAINE	5,338.20	2,261.20	2,142.24	1,464.43
81	USA	11,122.28	7,742.20	2,228.07	3,582.82
82	UZBEKISTAN		202.01		22.02
83	VICTNAM SOC REP	401.09	221.65	281.76	119.53
84	YEMEN REPUBLIC	31.21		40	
	Total	2,43,610.22	1,52,563.12		
	India's Total	1716,37,804.59	1171,15,108.52		
	%Share	0.1419	0.1203		

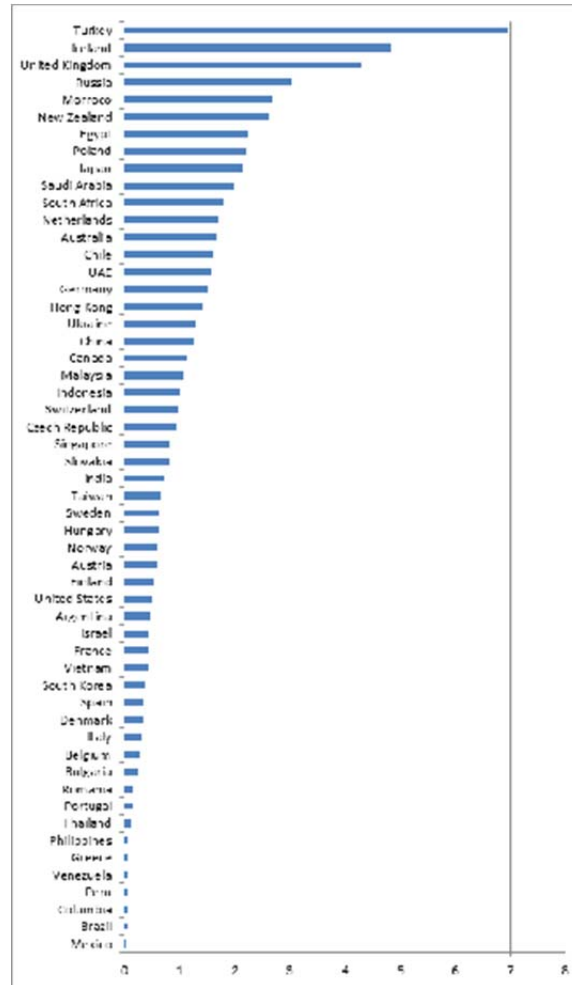
TABLE 2: Export of TEA BAGS

S.No.	Country	Values in Rs. Lacs		Quantity in thousands	
		2016-2016	2016-2017(Apr-Nov)	2016-2016	2016-2017(Apr-Nov)
1	ALGERIA	0.07		0.02	
2	ANGOLA	0.23		0.16	
3	ARGENTINA	0.02		0.01	
4	ARMENIA	0.03		0.02	
5	AUSTRALIA	8,159.59	5,097.06	1,610.20	1,026.09
6	AUSTRIA	0.51		0.31	
7	BAHRAIN IS	185.41	85.1	82.78	28.43
8	BELGIUM	112.76	181.81	21.05	22.92
9	BENIN	830.48	130.37	255.59	36.29
10	BRAZIL	0.02		0.01	
11	BRUNEI	0.2		0.05	
12	BURKINA FASO	877.78	780.93	210.16	236.47
13	BURUNDI	0.02		0.01	
14	CAMBODIA	0.06		0.02	
15	CANADA	1,670.81	1,574.63	468.42	373.7
16	CHILE	43.82	9.59	3.86	23.9
17	TAIWAN	0.1		0.03	
18	CHINA PRP	16.15	1.17	2.59	0.07
19	CONGO REP	70.01	87.56	23.01	22.84
20	CROATIA		7.71		1
21	CZECH REPUBLIC	1.79		0.2	
22	DENMARK	75.45	66.67	8.31	10.06
23	EGYPT AR	587.29	1.88	589	0.26
24	ESTONIA	57.5	1.05	11.59	0.2
25	FINLAND	775.28	528.37	221.9	135.29
26	FRANCE	6.48	7.78	0.56	1.13
27	FRANCE	10.37	16.26	2.91	1.66
28	GAMBIA	102.57	83.8	22.11	20
29	GEORGIA	0.77		2	
30	GERMANY	153.95	405.5	40.91	17.77

31	GUANA	2,006.72	1,209.29	700.26	902.18
32	GREECE	0.94	0.26	2.41	3.4
33	GUINEA	45.24	35.75	12.62	12.88
34	GUYANA		0.21		0.02
35	HONG KONG	845.62	521.81	179.71	297.72
36	HUNGARY	0.05	0.07	0.02	0.03
37	INDONESIA	0.02		0.01	
38	IRAN	0.14	30.13	0.06	24.01
39	IRELAND	0.03		0.02	
40	ISRAEL	3,435.18	60.24	578.08	11.56
41	ITALY	4,612.95	3,567.30	1,108.87	475.43
42	COTE D'IVOIRE	122.24	220.26	27.06	19.98
43	JAMAICA		0.01		0
44	JAPAN	528.53	331.37	45.33	22.34
45	JORDAN	34.2	32.26	13.01	12.42
46	KAZAKHSTAN	179.02	92.23	69.81	30.01
47	KENYA	2.72	8.22	1.02	2.22
48	KOREA DPR	22.72		2.26	
49	KYRGHYZSTAN		0.05		0.13
50	KOREA RP	346.64	269.12	49.08	30.04
51	KUWAIT	89.92	89.38	12.18	22.22
52	LAOS	1.22	0.27	0.29	0.2
53	LEBANON	18.56	17.43	2.4	11.59
54	MALAYSIA	222.2	120.22	226.29	22.22
55	MALDIVES	2.72	22.22	0.27	2.2
56	MALI	136.24	26.13	44.41	6.56
57	MAURITANIA		40.21		13
58	MAURITIUS		0		
59	MYANMAR	0.02		0.01	
60	MONGOLIA	13.1		2.7	
61	NEPAL	0.02	0.22	0.22	0.01
62	NETHERLAND	1,522.82	986.57	322.8	122.21
63	NETHERLANDANTH	3.12		1.74	

64	NEW ZEALAND	35.83	45.65	6.81	7.96
65	NIGER	155.73	235.00	46.8	61.07
66	NIGERIA	629.01	629.02	250.83	185.00
67	NORWAY	100.70	160.0	28.88	32.79
68	OMAN	155.44	117.99	41.91	21.8
69	PAKISTAN BR	116.00		90.0	
70	PERU	0.00		0.01	
71	PHILIPPINES	786.66	505.17	145.80	69.16
72	POLAND	847.17	615.15	219.60	152.3
73	QATAR	189.18	26.87	30.00	35.94
74	REUNION	0.00	0.06	0.1	0.12
75	RUSSIA	1,141.01	961.44	277.58	125.57
76	RWANDA	0.00		0.00	
77	SAUDI ARAB	948.00	281.00	90.00	72.00
78	SERBIA	0.00		0.00	
79	SENEGAL	1,045.33	807.15	380.00	300.00
80	SEYCHELLES	0.00	0.07	0.04	0.00
81	SLOVAK REP	0.00	1.00	0.00	0.00
82	SINGAPORE	81.46	59.00	15.46	8.76
83	SOUTH AFRICA	9.68	15.15	1.47	3.00
84	SPAIN	32.81	20.1	0.20	1.00
85	SRI LANKA LSK	10.70		0.83	
86	SWEDEN	109	90.88	182.1	130.00
87	SWITZERLAND	6.01	20.16	1.00	3.12
88	TAJIKISTAN	19.22	0.00	0.80	1.00
89	TANZANIA REP	0.00		0.00	
90	THAILAND	40.83	7.91	3.31	1.48
91	TOGO	121	109.00	41.70	33.0
92	TUNISIA	0.04		0.00	
93	TURKEY	0.00		0.01	
94	TURKMENISTAN		37.00		3.00
95	U ARAB EMTS	501.00	266.40	83.00	60.44
96	UK	810.16	501.30	171.00	54.54
97	UKRAINE	64.00	35.00	14.0	8.00
98	U.S.A.	8,210.00	1,000.00	1,000.00	867.10
99	VIETNAM SOC REP	0.0	0.70	0.00	0.0
100	CONGO D. REP.	0.00	10.00	0.0	10.00
101	ZAMBIA	0.00		0.00	
102	ZIMBABWE	0.10		0.00	
	Total	41,117.82	26,976.78		
	India's Total	1716,37,864.55	1171,15,108.52		
	%Share	0.0257	0.023		

Table 3: Annual Per Capita Tea Consumption Worldwide as of 2016 in pounds



The analysis is also about the export of tea bags; where there are 104 countries are involved. According to the above Table No.2, it tells that the maximum export of tea bags are going less or down as around 74 countries came down in 2016-17(April-Nov). In fact, the total of all the countries came down with the difference of 17,141.07 within the years of 2015-16 and 2016-17. India's total has also been affected with the same figures.

According to the above table 3, the annual per capita consumption analysis as of 2016 says that Turkey has the highest i.e. 6.96 per capita consumption in pounds and India comes at 27th Rank with 0.72 per capita tea consumption in pounds. There are 7 countries which have per

capita tea consumption less than 0.10 including Philippines, Greece, Venezuela, Peru, Columbia, Brazil and Mexico.

10. RESULTS

According to the analysis, as we have studied that in 2015-16, the total of the countries have the increased values than in recent 2016-17. According to the upcoming years, the export of tea is going down rather than it should come up. It can affect lot of tea consumers or the exporters who are selling in bulks. It is shown that some countries are having good tea consumers and some are going down.

Even if we see to the analysis of tea consumption in 2016 statistics, it is shown that turkey has the highest consumers than Russia, but if we see exports of tea leaf in bulk, Turkey does not have that much of exports. Even in the case of tea bags too.

11. CONCLUSION

Tea Bags and black tea leaf of exports should be balanced according to the demand and supply of consumers. As tea is being the social beverage after the world and many people do consume it in the morning or whenever you attend the meetings or guests. It is somehow been necessary nowadays. Now, varieties of tea have come up. And tea promotions are coming up with domestic events and international events, so that people can look over them. There are many benefits of having the tea. The countries or regions, which are not doing or not able to do exports within the coming years, they should take the feedback. Government of India should look into the matter of the tea consumption in India and also about its exports and imports from/to India. As its exports are decreasing from year to year in Lakhs.

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