



“SMARTTEA CONCLAVE” BY BCC&I

MEDIA DOSSIER

PRINT COVERAGE: The Times of India; The Telegraph; Millennium Post; Morning India; Anandabazar Patrika; Bartaman; UttarBanga Sambad; Sanmarg; Prabhat Khabar

ONLINE COVERAGE: Press Trust of India; ET Retail; Business Standard; Outlook; The Print; Deccan Herald; National Herald; The Telegraph online; PressWire 18; Millennium Post; Business Standard (Hindi); Jagran; India tv; IBC24

Print Coverage



THE TIMES OF INDIA

Publication: The Times of India

Date: 18.08.2023

Edition: Kolkata

Page: 17

Exports outlook bleak; China mkt can save Darj tea: ITEA

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Kolkata: Making inroads into Chinese markets can save ailing Darjeeling tea industry, said Indian Tea Exporters Association chairman Anshuman Kanoria on Thursday.

“Overall, the outlook is bleak. We need government support and funding to capture a larger share in the Chinese market through consumer awareness and education on Indian tea in China. Free sampling at strategic points, establishing various points of purchase through e-commerce channels in China. We should be looking for at least two new geographies for Indian tea promotion. In terms of our exports market growth, China should be our area of focus for the next three years,” prescribed Kanoria while speaking at the “Smart Tea Conclave” organised by the Bengal Chamber of Commer-

INDIAN CUPPA

Year	Exports*
2019	252.2
2020	209.7
2021	196.5
2022	226.9
2023	?

[Source: Tea Board; *in million kg or mkg]

ce and Industry (BCC&I).

Chinese consumers, normally heavy drinkers of green tea, have started liking black tea. “There lies the opportunity. Chinese consumers understand quality and they pay well, too,” he added.

On the overall exports scenario, Kanoria said, India is not likely to cross 200 million kg tea exports this year owing to year-long geopolitical tensions, exports sanction and product compliance hurdles across the globe, especially in

the large tea-importing countries such as Iran and Russia. In 2022, India shipped 226.9 million kg tea to its global customers. India exports tea to more than 25 countries.

“Market access for Indian tea exporters have never been easy this year. Exports to Iran has started but we are definitely behind our target in the country as forex bodies are still sceptical. Weak rouble is a hurdle in Russia. A lot of very low-priced tea is going into Iraq. We have to be careful that we should be able to preserve that market through quality exports. Sri Lankan tea has started going to Middle east. So, it’s important for us to be present in the market and make sure we don’t lose in Iran,” the ITEA chief said.

According to him, the tea industry cannot spend its money for its own survival. “Tea Board has hardly have any fund for market promotion.”



The Telegraph

Publication: The Telegraph

Date: 18.08.2023

Edition: Kolkata

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Darjeeling tea gardens cry for help

OUR SPECIAL
CORRESPONDENT

Calcutta: Burgeoning domestic consumption and an export push to China could lift the fortunes of the Darjeeling tea industry, which is reeling under the triple whammy of falling production, prices and export.

Many gardens are said to be losing around Rs 200 a kg this year as they also fight rising costs led by higher wages and cheap imports from Nepal that jostle for shelf space in shops in and around Calcutta.

"Darjeeling tea is a patient in ICU and half the gardens are for sale looking for buyers," proclaimed Anshuman Kanoria, owner of Goomtee Tea Estate, who also happens to be the chairman of Indian

Tea Exporters' Association.

He batted for urgent government intervention by way of financial support and legislation in regulating Nepal tea import to India.

"As I see, there are two markets which can really create demand for Darjeeling tea. One of course is our very own country and China, which alone can potentially procure a large volume of Darjeeling tea," Kanoria added.

He was speaking at the "SmartTea Conclave" organised by the Bengal Chamber of Commerce & Industry in Calcutta on Thursday.

Atul Asthana, managing director & CEO of Goodricke Group Ltd, concurred with Kanoria about the precarious financial condition of the Darjeeling tea industry.



TROUBLE IN PARADISE

He observed that half of the production, which comprises brokens and fannings, are selling way below the cost of production, which is as high as Rs 600-650 a kg.

"We are getting remunerative prices only for the first and second flush. But that is not enough to cover the cost as the traditional markets of Europe and the Far East are not growing either," Asthana told **The Telegraph**.

Industry players cite two events that broke the back of the industry: a strike in the hills in 2017 caused the gardens to lose both premium first and second flush, causing irreparable loss to the tea bush and wrecking the balance sheets of the gardens.

In 2020, the gardens were hit again when a nationwide lockdown was announced in the wake of the Covid pandemic, stalling plucking of leaves in all tea gardens, including Darjeeling.

Asthana, who is also the deputy chairman of the Indian Tea Association, said producers have sought intervention from the Centre and the Bengal government. "We have sought a one-time assistance from the Centre for the 2017 fiasco on which garden owners

had no control," Asthana said.

Moreover, the Darjeeling gardens have pleaded with the Mamata Banerjee-government for a subsidy. "Assam government is giving Rs 12 a kg subsidy for quality (orthodox) tea. Darjeeling produces the best tea in the world. We should also get something," he added.

Kanoria sought government handholding in promoting consumption in India and popularising the tea in China, pleading that producers and exporters do not have financial firepower to carry out such an exercise.

"We have to hold regular road shows, consumer awareness tasting sessions and create e-commerce channel for direct sales," Kanoria added.

He also urged the gardens to focus on quality.

Publication: Millennium Post	Date: 18.08.2023
Edition: Kolkata	Page: 05

SmartTea Conclave 2023 held in Kolkata to 'establish a transformative path'

OUR CORRESPONDENT

KOLKATA: The Bengal Chamber of Commerce and Industry (BCC&I) held a detailed discussion on 'Where technology meets tradition' at SmartTea Conclave 2023 on Thursday.

The aim of SmartTea Conclave 2023 was to establish a transformative path for the Indian Tea Industry by addressing critical aspects such as vision, leveraging technology, export opportunities, global challenges, and sustainable practices.

Other areas of the Conclave were focusing on improving the quality of tea through better processing methods, innovative blending, and packaging techniques, showcasing technological advancements in tea processing, mechanisation, and automation which can help to enhance the efficiency and quality of the tea industry.

The conclave was addressed by Indian Tea Exporters' Association Chairman Anshuman Kanoria, Chairman, President of BCC&I Subir Chakraborty, amongst others.

Morning India

Publication: Morning India

Date: 18.08.2023

Edition: Kolkata

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Darjeeling tea industry is a "patient in ICU": Kanoria

MI News Service, Kolkata: Chairman of Indian Tea Exporters Association (ITEA) Anshuman Kanoria on Thursday said that the Darjeeling tea industry is a "patient in ICU" and virtually on its death bed. For the Darjeeling tea industry to survive, some government support is needed in the form of subsidy which will help stave off the threat posed by tea from Nepal, he said. Speaking at a session organized by the Bengal Chamber of Commerce and Industry (BCCI) here, Kanoria said, "Darjeeling tea is an emotion for us. It flows in our blood. Today, the Darjeeling tea industry is a patient in ICU, virtually in its death bed".

The closure of the gardens due to political agitation in 2017, followed by lockdowns had caused huge financial loss to the industry as a whole, Kanoria said. He said, "A lot of foreign buyers had been turned away and this gave an opportunity to our neigh-



bour (Sri Lanka) to capture some of the some of the export market". Kanoria said the challenge of Nepal has become serious as it is infiltrating the Indian Market. "With the Darjeeling crop down to 6.5 million kilograms

per annum, the production in Nepal has gone up to six million kilograms. We have a serious competitor now," he noted. The Darjeeling crop has fallen due to low productivity partially caused by climate change, he said, adding the Nepal tea industry comprising mostly small factories is run unlike that in India which is governed by the Plantations Labour Act. "Darjeeling has become a high-cost operation with 60 per cent of the cost emanating from wages to labourers. Most of the Darjeeling gardens are losing to the tune of Rs 200 per kilogram with each garden losing a few crores," he said.

আনন্দবাজার পত্রিকা

Publication: Anandabazar Patrika	Date: 18.08.2023
Edition: Kolkata	Page: 07

দার্জিলিং চায়ে সহায়তা দাবি

নিজস্ব সংবাদদাতা

বিশ্ব জুড়ে দার্জিলিং চায়ের সুনাম যথেষ্ট। কিন্তু দার্জিলিংয়ের বাগানগুলির ব্যবসায়িক অবস্থা কতটা লাভজনক, তা নিয়ে শিল্পের একাংশের সংশয় আছে। তার উপর করোনার পরে এই চায়ের ব্যবসার প্রধান জায়গা, রফতানি বাজারে অনিশ্চয়তা বৃদ্ধি নতুন করে আশঙ্কা ছড়িয়েছে। চা রফতানিকারীদের সংগঠনের দাবি, সঙ্কটে দার্জিলিং চা শিল্প। সরকারি আর্থিক সাহায্য ও বিকল্প বাজার দরকার।

বৃহস্পতিবার বেঙ্গল চেম্বারের সভায় ইন্ডিয়ান টি এক্সপোর্টার্স অ্যাসোসিয়েশনের চেয়ারম্যান অংশুমান কানোরিয়ার দাবি, কার্যত 'আইসিইউ'-তে দার্জিলিং চা শিল্প। এখনই পদক্ষেপ না করলে ভবিষ্যৎ নিয়ে সংশয় রয়েছে। তিনি বলেন, বছর ছয়েক আগে পাহাড়ে দীর্ঘ রাজনৈতিক আন্দোলনের পরে খরা, অতিমারি, আবহাওয়া বদলের মুখে পড়ে তা বিপর্যস্ত। বহু বাগান বিক্রি হয়েছে। আরও কিছু হবে বলে আশঙ্কা। তাই দ্রুত সরকারের তরফে অন্তত এককালীন সাহায্য জরুরি। সেই সঙ্গে তাঁর বার্তা, রফতানির বিকল্প হিসেবে দেশের নানা অঞ্চলে ও চিনে জোর দেওয়া হোক। নেওয়া হোক সচেতনতা কর্মসূচি। নেপাল থেকে আনা চায়ে ন্যূনতম দর চাপানো ও টি বোর্ডের নজরদারিতে গুণমান পরীক্ষা হোক।

বর্তমান

Publication: Bartaman

Date: 18.08.2023

Edition: Kolkata

Page: 04

‘মৃত্যুশয্যায় দার্জিলিং চা’, সরকারের কাছে এবার আর্থিক সাহায্যের দাবি

নিজস্ব প্রতিনিধি, কলকাতা: ‘দার্জিলিং চা’ এখন ‘আইসিইউ’তে থাকা রোগী। তা কার্যত মৃত্যুশয্যায়। অন্য কেউ নয়, এই মস্তব্য করেছেন ইন্ডিয়ান টি এক্সপোর্টার্স অ্যাসোসিয়েশনের চেয়ারম্যান অংশুমান কানোরিয়া।

বৃহস্পতিবার বেঙ্গল চেম্বার অব কমার্স অ্যান্ড ইন্ডাস্ট্রি আয়োজিত এক অনুষ্ঠানে অংশুমানবাবু বলেন, ‘দার্জিলিং চা আমাদের আবেগে পরিণত হয়েছে। সেই চা এখন অর্থনৈতিকভাবে কঠিন পরিস্থিতিতে রয়েছে। সরকার যদি আর্থিক সাহায্য না দেয় তাহলে এই শিল্পের টিকে থাকা কঠিন।’ তিনি জানান, ২০১৭ সালে দার্জিলিংয়ের চা বাগানগুলিতে লাগাতার রাজনৈতিক আন্দোলন এবং তারপর করোনা সংক্রমণের জেরে হওয়া লকডাউন এই শিল্পে সঙ্কট ডেকে এনেছে। আর এর সুফল ভোগ করছে ভারতের প্রতিবেশী রাজ্য শ্রীলঙ্কা। যে দেশগুলি দার্জিলিং চা কেনে তারা এখন নতুন বাজারের সন্ধানে রয়েছে। তারা শ্রীলঙ্কা থেকে চা আমদানি করছে। শুধু

তাই নয় দার্জিলিং চায়ের সর্বনাশে বড় ভূমিকা আছে নেপালেরও।

কেন সঙ্কটে রয়েছে দার্জিলিং চা? কানোরিয়া জানিয়েছেন, উৎপাদন বছরে প্রায় ৬৫ লক্ষ কেজি কমে গিয়েছে। পাশাপাশি নেপালে চায়ের উৎপাদন



বেড়েছে ৬০ লক্ষ কেজি। ফলে তা বাজার দখল করছে। মূলত ছোট বাগানগুলি থেকেই তাদের চায়ের উৎপাদন বাড়ছে। সে সুযোগ এখানে তেমন নেই। বরং এখানে প্রতি কেজি চা উৎপাদনে প্রায় ২০০

টাকা করে লোকসান হচ্ছে। এক একটি চা বাগানে ক্ষতির অঙ্ক কয়েক কোটি টাকায় পৌঁছেছে। তাছাড়া এখানে চা উৎপাদন খরচ ক্রমশ বাড়ছে। তার অন্যতম কারণ মজুরি। কারণ মোট উৎপাদন খরচের ৬০ শতাংশ দখল করে থাকে চা শ্রমিকের মজুরি। এই সঙ্কট কাটাতে সরকার আর্থিক সাহায্য করুক, এই দাবি করেছেন তিনি।

এদিকে দার্জিলিং চায়ের সঙ্গে যেভাবে নেপাল চা মিশিয়ে ভারতীয় চা বলে বাজারে বিক্রি করা হচ্ছে, তা নিয়ে সরব হয়েছে ক্যাগ। তারা টি বোর্ডকে এই বিষয়ে সাবধানতা অবলম্বন করতে বলেছে। তাদের বক্তব্য, দার্জিলিং চায়ের জিওগ্রাফিক্যাল ইন্ডিকেশন বা জিআই তকমা আছে। এদিকে নেপালে যে চা উৎপাদিত হয়, প্রায় একই ভৌগোলিক ও প্রাকৃতিক পরিবেশের কারণে দার্জিলিং চায়ের সঙ্গে তার মিল আছে। কিন্তু সেই চা দার্জিলিং চায়ের সঙ্গে মিশিয়ে বিক্রি করা বেআইনি। তা রুখতে পদক্ষেপ করুক টি বোর্ড, পরামর্শ দিয়েছে ক্যাগ। • ফাইল চিত্র

सन्मार्ग

Publication: Sanmarg

Date: 18.08.2023

Edition: Kolkata

Page: 14

'आईसीयू में भर्ती' है दार्जिलिंग चाय उद्योग : आईटीए



स्मार्ट टी कॉन्क्लेव 2023 में एस सुंदराजन, आयुष्मान कानोड़िया, सुबीर चक्रवर्ती, सौम्यक विश्वास व अन्य

कोलकाता : बंगाल चेंबर ऑफ कॉमर्स की ओर से स्मार्ट टी कॉन्क्लेव 2023 का आयोजन किया गया। इस दौरान चाय के उत्पादन से लेकर इंपोर्ट और एक्सपोर्ट में आ रही कमी पर विस्तृत चर्चा की गई। वर्तमान समय में चाय उद्योग की स्थिति काफी गंभीर है। किसानों से

लेकर व्यवसायियों को कई बार अपेक्षाकृत मुनाफा नहीं हो पाता है, साथ ही आधुनिकता की कमी के कारण चाय उत्पादकों का अस्तित्व विलुप्त होता जा रहा है। कॉन्क्लेव के दौरान बंगाल चेंबर ने गहन शोध और डेटा पर आधारित एक मजबूत नॉलेज पेपर भी प्रकाशित किया है।



प्रभात खबर

Publication: Prabhat Khabar

Date: 18.08.2023

Edition: Kolkata

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आइसीयू में है दार्जिलिंग का चाय उद्योग : आइटीईए चेयरमैन

कोलकाता. भारतीय चाय निर्यातक संघ (आइटीईए) के चेयरमैन अंशुमन कनोडिया ने गुरुवार को कहा कि दार्जिलिंग चाय उद्योग 'आइसीयू में भर्ती मरीज' की तरह है और दम तोड़ रहा है. उन्होंने कहा कि दार्जिलिंग चाय उद्योग को जीवित रखने के लिए सब्सिडी के रूप में कुछ सरकारी सहायता की जरूरत है, जो नेपाल से आनेवाली चाय से उत्पन्न

खतरे को दूर करने में मदद करेगी. यहां बंगाल चैंबर ऑफ कॉमर्स एंड इंडस्ट्री (बीसीसीआइ) द्वारा आयोजित एक सत्र में कनोडिया ने कहा कि दार्जिलिंग चाय हमारे लिए एक भावना है. यह हमारे खून में बहती है. आज दार्जिलिंग चाय उद्योग वस्तुतः आइसीयू में एक मरीज की तरह भर्ती है. श्री कनोडिया ने कहा कि 2017 में राजनीतिक आंदोलन और उसके बाद

लॉकडाउन के कारण बागानों के बंद होने से पूरे उद्योग को भारी वित्तीय नुकसान हुआ. उन्होंने कहा कि इससे बहुत सारे विदेशी खरीदारों को दूर कर दिया गया और हमारे पड़ोसी (श्रीलंका) को कुछ निर्यात बाजार पर कब्जा करने का मौका मिला. श्री कनोडिया ने कहा कि नेपाल की चुनौती गंभीर हो गयी है, क्योंकि वह भारतीय बाजार में घुसपैठ कर रहा है.

Online Coverage

PRESS TRUST OF INDIA

Publication: Press Trust of India	Date: 17.08.2023
Edition: Kolkata	Link: https://www.ptinews.com/news/business/darjeeling-tea-industry-is-a-patient-in-icu-itea-chairman/632112.html
<h2>Darjeeling tea industry is a 'patient in ICU': ITEA chairman</h2> <p>Updated: Aug 17 2023 4:58PM</p> <p>Kolkata, Aug 17 (PTI) Chairman of Indian Tea Exporters Association (ITEA) Anshuman Kanoria on Thursday said that the Darjeeling tea industry is a "patient in ICU" and virtually on its death bed.</p> <p>For the Darjeeling tea industry to survive, some government support is needed in the form of subsidy which will help stave off the threat posed by tea from Nepal, he said.</p> <p>Speaking at a session organised by the Bengal Chamber of Commerce and Industry (BCCI) here, Kanoria said, "Darjeeling tea is an emotion for us. It flows in our blood. Today, the Darjeeling tea industry is a patient in ICU, virtually in its death bed".</p> <p style="text-align: right;"><u>Please log in to get detailed story.</u></p>	

Publication: ET Retail

Date: 17.08.2023

Edition: Kolkata

Link:

<https://retail.economictimes.indiatimes.com/news/food-entertainment/grocery/darjeeling-tea-industry-is-a-patient-in-icu-itea-chairman/102806726>

Darjeeling tea industry is a 'patient in ICU': ITEA chairman

Chairman of Indian Tea Exporters Association (ITEA) Anshuman Kanoria on Thursday said that the Darjeeling tea industry is a "patient in ICU" and virtually on its death bed. For the Darjeeling tea industry to survive, some government support is needed in the form of subsidy which will help stave off the threat posed by tea from Nepal, he said.

PTI

Updated On Aug 17, 2023 at 05:42 PM IST



Representative image

Kolkata: Chairman of Indian Tea Exporters Association (ITEA) Anshuman Kanoria on Thursday said that the Darjeeling tea industry is a "patient in ICU" and virtually on its death bed. For the Darjeeling tea industry to survive, some government support is

needed in the form of subsidy which will help stave off the threat posed by tea from Nepal, he said.

Speaking at a session organised by the Bengal Chamber of Commerce and Industry (BCCI) here, Kanoria said, "Darjeeling tea is an emotion for us. It flows in our blood. Today, the Darjeeling tea industry is a patient in ICU, virtually in its death bed".

Business Standard

Publication: Business Standard

Date: 17.08.2023

Edition: Kolkata

Link: https://www.business-standard.com/economy/news/domestic-consumption-chinese-market-can-lift-darjeeling-tea-itea-chairman-123081700795_1.html

Domestic consumption, Chinese market can lift Darjeeling tea: ITEA chairman

Teas from Nepal, sharing similar characteristics with Darjeeling tea, have made inroads. Kanoria warned that the threat from Nepal was serious

Advertisement



Only two markets can rescue Darjeeling tea – India and China, according to Indian Tea Exporters Association chairman, Anshuman Kanoria, who spoke on Thursday at an event.

Kanoria noted that the highest price for tea in the world was paid by the Chinese consumer for Chinese tea, saying, "That is the consumer that understands quality."

Advertisement



He acknowledged that Darjeeling tea has acceptance but pointed out a lack of awareness and education about the product, calling for government intervention. "You need government intervention, cash injection, market access, and a regulation on Nepal tea," he stated, speaking at the Smart Tea Conclave organised by the Bengal Chamber of Commerce & Industry.

Outlook

Publication: Outlook

Date: 17.08.2023

Edition: Kolkata

Link:

<https://www.outlookindia.com/business/darjeeling-tea-industry-is-a-patient-in-icu-itea-chairman-news-311396/amp>

Darjeeling Tea Industry Is A 'Patient In ICU': ITEA Chairman



Speaking at a session organised by the Bengal Chamber of Commerce and Industry (BCCI) here, Kanoria said, "Darjeeling tea is an emotion for us. It flows in our blood. Today, the Darjeeling tea industry is a patient in ICU, virtually in its death bed".



Tea industry facing multiple challenges in wake of Covid pandemic | depositphotos



PTI

Updated: 17 Aug 2023 5:02 pm

Chairman of Indian Tea Exporters Association (ITEA) Anshuman Kanoria on Thursday said that the Darjeeling tea industry is a "patient in ICU" and virtually on its death bed.

For the Darjeeling tea industry to survive, some government support is needed in the form of subsidy which will help stave off the threat posed by tea from Nepal, he said.

Speaking at a session organised by the Bengal Chamber of Commerce and Industry (BCCI) here, Kanoria said, "Darjeeling tea is an emotion for us. It flows in our blood. Today, the Darjeeling tea industry is a patient in ICU, virtually in its death bed".

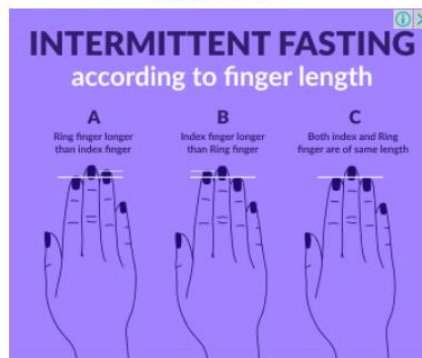
The closure of the gardens due to political agitation in 2017, followed by lockdowns had caused huge financial loss to the industry as a whole, Kanoria said.

Darjeeling tea industry is a 'patient in ICU': ITEA chairman

PTI 17 August, 2023 05:03 pm IST

Kolkata, Aug 17 (PTI) Chairman of Indian Tea Exporters Association (ITEA) Anshuman Kanoria on Thursday said that the Darjeeling tea industry is a "patient in ICU" and virtually on its death bed.

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For the Darjeeling tea industry to survive, some government support is needed in the form of subsidy which will help stave off the threat posed by tea from Nepal, he said.

Speaking at a session organised by the Bengal Chamber of Commerce and Industry (BCCI) here, Kanoria said, "Darjeeling tea is an emotion for us. It flows in our blood. Today, the Darjeeling tea industry is a patient in ICU, virtually in its death bed".

The closure of the gardens due to political agitation in 2017, followed by lockdowns had caused huge financial loss to the industry as a whole, Kanoria said.

Publication: Deccan Herald

Date: 17.08.2023

Edition: Kolkata

Link:

<https://www.deccanherald.com/business/darjeeling-tea-industry-is-a-patient-in-icu-with-hope-of-revival-itea-chairman-2651474>

Darjeeling tea industry is a 'patient in ICU' with hope of revival: ITEA chairman

The closure of the gardens due to political agitation in 2017, followed by lockdowns caused huge financial loss to the industry as a whole, ITEA chairman Kanoria said.

PTI

Last Updated 17 August 2023, 22:48 IST

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Representative Image. Credit: Wikimedia Commons

Chairman of Indian Tea Exporters Association (ITEA) Anshuman Kanoria on Thursday claimed that the Darjeeling tea industry is a 'patient in ICU', but also asserted that there is still hope for revival.

For the Darjeeling tea industry to survive, some government support such as a one-time cash injection to bring hope and arrest the sale of gardens is needed in the form of subsidy which will help stave off the threat posed by tea from Nepal, he said.

He said Darjeeling tea is India's flag bearer and besides cash injection, a minimum import price needs to be slapped on imports from Nepal.

Also Read: [From too wet to bone dry; Indonesian coffee crop faces El Nino jolt](#)

Speaking at a session organised by the Bengal Chamber of Commerce and Industry (BCCI) here, Kanoria also said a concerted generic promotion to create market access is required.

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'Darjeeling tea is an emotion for us. It flows in our blood. Today, the Darjeeling tea industry is a patient in ICU, virtually in its death bed,' he said.

The closure of the gardens due to political agitation in 2017, followed by lockdowns had caused huge financial loss to the industry as a whole, Kanoria said.

NATIONAL HERALD

Publication: National Herald	Date: 17.08.2023
Edition: Kolkata	Link: https://www.nationalheraldindia.com/amp/story/national/darjeeling-tea-industry-is-a-patient-in-icu-itea-chairman#amp_tf=From%20%251%24s&aoh=16922947427013&referrer=https%3A%2F%2Fwww.google.com

Darjeeling tea industry is a 'patient in ICU': ITEA chairman

Chairman of Indian Tea Exporters Association (ITEA) Anshuman Kanoria on Thursday said that the Darjeeling tea industry is a "patient in ICU" and virtually on its death bed.

By IANS

Published: 17 Aug 2023, 8:36 PM IST



Chairman of Indian Tea Exporters Association (ITEA) Anshuman Kanoria on Thursday said that the Darjeeling tea industry is a "patient in ICU" and virtually on its death bed.

For the Darjeeling tea industry to survive, some government support is needed in the form of subsidy which will help stave off the threat posed by tea from Nepal, he said.

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The closure of the gardens due to political agitation in 2017, followed by lockdowns had caused huge financial loss to the industry as a whole, Kanoria said.

The Telegraph *online*

Publication: The Telegraph online

Date: 18.08.2023

Edition: Kolkata

Link:

<https://www.telegraphindia.com/business/darjeeling-tea-gardens-cry-for-help-amid-falling-production-cheap-imports-from-nepal/cid/1959738>

Darjeeling tea gardens cry for help amid falling production, cheap imports from Nepal

Many gardens are said to be losing around Rs 200 a kg this year as they also fight rising costs led by higher wages and cheap imports from Nepal that jostle for shelf space in shops in and around Calcutta

Our Special Correspondent | Calcutta | Published 18.08.23, 09:17 AM



Burgeoning domestic consumption and an export push to China could lift the fortunes of the Darjeeling tea industry, which is reeling under the triple whammy of falling production, prices and export.

Many gardens are said to be losing around Rs 200 a kg this year as they also fight rising costs led by higher wages and cheap imports from Nepal that jostle for shelf space in shops in and around Calcutta.

“As I see, there are two markets which can really create demand for Darjeeling tea. One of course is our very own country and China, which alone can potentially procure a large volume of Darjeeling tea,” Kanoria added.

He was speaking at the “SmartTea Conclave” organised by the Bengal Chamber of Commerce & Industry in Calcutta on Thursday.

Atul Asthana, managing director & CEO of Goodricke Group Ltd, concurred with Kanoria about the precarious financial condition of the Darjeeling tea industry.

PressWire18

Publication: PressWire 18

Date: 17.08.2023

Edition: Kolkata

Link: <https://presswire18.com/refreshing-darjeeling-tea-itself-in-icu-industry-facing-existential-crisis/>

Business

Refreshing Darjeeling tea itself in 'ICU', industry facing existential crisis



Photo:FILE Tea

Tea in India is a part of the daily routine of a common Indian. People drink tea at least twice a day to keep themselves fresh. But the tea industry itself, which refreshes people, is moaning in pain. Indian Tea Exporters' Association (ITEA) chairman Anshuman Kanoria on Thursday said the Darjeeling tea industry is like an "ICU patient" and is dying. Production is declining in Darjeeling, known as the tea capital, due to weather conditions. On the other hand, increasing imports from Nepal have broken the back of the industry.

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1. The industry did not recover from the loss of Corona
2. Nepal's tea is increasing danger
3. profit decreased due to rising wages

The industry did not recover from the loss of Corona

According to traders, to keep the Darjeeling tea industry alive, some government support in the form of subsidy is needed, which will help overcome the threat posed by tea coming from Nepal. Speaking at a session organized by the Bengal Chamber of Commerce and Industry (BCCI) here, Kanoria said, "Darjeeling tea is an emotion for us. It flows in our blood. Today, the Darjeeling tea industry is virtually admitted as a patient in the ICU." Kanoria said the closure of gardens due to the political agitation in 2017 and the subsequent lockdown caused huge financial losses to the entire industry. "It drove away a lot of foreign buyers and gave our neighbor (Sri Lanka) a chance to capture some of the export market," he said.

Publication: Millennium Post	Date: 17.08.2023
Edition: Kolkata	Link: https://www.millenniumpost.in/nation/circulation-of-spurious-darjeeling-tea-concern-for-industry-stakeholders-529551

Circulation of spurious Darjeeling tea concern for industry stakeholders

BY Team MP 17 Aug 2023 10:34 PM

Kolkata: One of the most pressing issues presently is the circulation of spurious Darjeeling Tea in the market, said chairman, president of BCC&I, Subir Chakraborty during the SmartTea Conclave 2023 on Thursday.

BCC&I held a detailed discussion on 'Where technology meets tradition' at SmartTea Conclave 2023 on Thursday. The aim of SmartTea Conclave 2023 was to establish a transformative path for the Indian Tea Industry by addressing critical aspects such as vision, leveraging technology, export opportunities, global challenges, and sustainable practices. Other areas of the conclave were focusing on improving the quality of tea through better processing methods, innovative blending, and packaging techniques, etc.

Addressing the conclave, Chakraborty said: "One of the most pressing issues we face is the circulation of spurious Darjeeling Tea in the market. Let us harness the collective wisdom, experience, and innovation to forge solutions that will redefine the trajectory of our industry." The Bengal Chamber has also published a robust Knowledge Paper based on thorough research and data during the conclave.

बिज़नेस स्टैंडर्ड

Publication: Business Standard (Hindi)	Date: 17.08.2023
Edition: Kolkata	Link: https://hindi.business-standard.com/economy/darjeeling-tea-industry-itea-chairman-in-icu

'ICU' में हैं दार्जिलिंग का चाय उद्योग : ITEAचेयरमैन

कोलकाता में बंगाल चैंबर ऑफ कॉमर्स ऐंड इंडस्ट्री द्वारा आयोजित एक सत्र में कनोरिया ने कहा, दार्जिलिंग चाय हमारे लिए एक भावना है

 भाषा — August 17, 2023 11:26 PM IST



भारतीय चाय निर्यातक संघ (आईटीईए) के चेयरमैन अंशुमन कनोरिया ने गुरुवार को कहा कि दार्जिलिंग चाय उद्योग 'आईसीयू में भर्ती मरीज' की तरह है और दम तोड़ रहा है। उन्होंने कहा कि दार्जिलिंग चाय उद्योग को जीवित रखने के लिए सब्सिडी के रूप में कुछ सरकारी सहायता की जरूरत है जो नेपाल से आने वाली चाय से उत्पन्न खतरे को दूर करने में मदद करेगी।

कोलकाता में बंगाल चैंबर ऑफ कॉमर्स ऐंड इंडस्ट्री (बीसीसीआई) द्वारा आयोजित एक सत्र में कनोरिया ने कहा, 'दार्जिलिंग चाय हमारे लिए एक भावना है। यह हमारे खून में बहती है। आज, दार्जिलिंग चाय उद्योग वस्तुतः आईसीयू में एक मरीज की तरह भर्ती है।'

कनोरिया ने कहा कि 2017 में राजनीतिक आंदोलन और उसके बाद लॉकडाउन के कारण बागानों के बंद होने से पूरे उद्योग को भारी वित्तीय नुकसान हुआ। उन्होंने कहा, 'इससे बहुत सारे विदेशी खरीदारों को दूर कर दिया गया और हमारे पड़ोसी (श्रीलंका) को कुछ निर्यात बाजार पर कब्जा करने का मौका मिला।'

कनोरिया ने कहा कि नेपाल की चुनौती गंभीर हो गई है क्योंकि वह भारतीय बाजार में घुसपैठ कर रहा है। उन्होंने कहा, 'दार्जिलिंग की फसल प्रतिवर्ष 65 लाख किलोग्राम तक कम होने के साथ नेपाल में उत्पादन 60 लाख किलोग्राम हो गया है। हमारे पास अब एक गंभीर प्रतिस्पर्धी है।'

Publication: Jagran	Date: 17.08.2023
Edition: Kolkata	Link: https://www.jagran.com/west-bengal/kolkata-indian-tea-exporters-association-chairman-anshuman-kanoria-said-darjeeling-tea-industry-is-a-patient-in-icu-23504340.html

'ICU' में पहुंच चुका है दार्जिलिंग का चाय उद्योग, अंशुमन कनोरिया बोले- भारतीय बाजार में घुसपैठ कर रहा नेपाल

भारतीय चाय निर्यातक संघ (आइटीईए) के चेयरमैन अंशुमन कनोरिया ने गुरुवार को कहा कि दार्जिलिंग चाय उद्योग आइसीयू में भर्ती मरीज की तरह है और दम तोड़ रहा है। उन्होंने कहा कि दार्जिलिंग चाय हमारे लिए एक भावना है। यह हमारे खून में बहती है। आज दार्जिलिंग चाय उद्योग वस्तुतः आइसीयू में एक मरीज की तरह भर्ती है।

By Jagran News

Edited By: **Sonu Gupta**

Published: Thu, 17 Aug 2023 08:13 PM (IST) Updated: Thu, 17 Aug 2023 08:13 PM (IST)

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दार्जिलिंग चाय उद्योग 'आइसीयू में भर्ती मरीज' की तरह है, अंशुमन कनोरिया। फाइल फोटो।

Publication: India tv	Date: 17.08.2023
Edition: Kolkata	Link: https://www.indiatv.in/amp/paisa/business/darjeeling-tea-industry-is-a-patient-in-icu-itea-chairman-2023-08-17-982060#amp_ct=1692295240563&amp_tf=From%20%251%24s&aoh=16922952090705&referrer=https%3A%2F%2Fwww.google.com

आपको तरोताजा करने वाली दार्जिलिंग की चाय खुद 'ICU' में, उद्योग के सामने खड़ा हुआ अस्तित्व का संकट

कारोबारियों के अनुसार दार्जिलिंग चाय उद्योग को जीवित रखने के लिए सब्सिडी के रूप में कुछ सरकारी सहायता की जरूरत है जो नेपाल से आने वाली चाय से उत्पन्न खतरे को दूर करने में मदद करेगी।



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Image Source : FILE

Written By: Sachin Chaturvedi | 17 Aug 2023, 19:18:43 IST

भारत में चाय एक आम भारतीय की दिनचर्या का हिस्सा है। लोग खुद को तरोताजा रखने के लिए दिन में कम से कम दो बार चाय तो पीते ही हैं। लेकिन लोगों को रिफ्रेश करने वाला चाय उद्योग खुद ही दर्द से कराह रहा है। भारतीय चाय निर्यातक संघ (आईटीईए) के चेयरमैन अंशुमन कनोरिया ने बृहस्पतिवार को कहा कि दार्जिलिंग चाय उद्योग 'आईसीयू' में भर्ती मरीज की तरह है और दम तोड़ रहा है। मौसम की मार के चलते चाय की राजधानी कहे जाने वाले दार्जिलिंग में उत्पादन घट रहा है। वहीं नेपाल से बढ़ रहे आयात ने उद्योग की कमर तोड़ दी है।



Publication: IBC24	Date: 17.08.2023
Edition: Kolkata	Link: https://www.abc24.in/business/darjeelings-tea-industry-in-icu-itea-chairman-1692304.html
<p style="text-align: center;">‘आईसीयू’ में हैं दार्जिलिंग का चाय उद्योग : आईटीईए चेयरमैन</p> <p>‘आईसीयू’ में हैं दार्जिलिंग का चाय उद्योग : आईटीईए चेयरमैन कोलकाता, 17 अगस्त (भाषा) भारतीय चाय निर्यातक संघ (आईटीईए) के चेयरमैन अंशुमन कनोरिया ने बृहस्पतिवार को कहा कि दार्जिलिंग चाय उद्योग ‘आईसीयू में भर्ती मरीज’ की तरह है और दम तोड़ रहा है। यहां बंगाल चैंबर ऑफ कॉमर्स एंड इंडस्ट्री (बीसीसीआई) द्वारा आयोजित एक सत्र में कनोरिया ने कहा, “दार्जिलिंग चाय हमारे लिए एक भावना है। यह हमारे खून में बहती है। आज, दार्जिलिंग चाय उद्योग वस्तुतः आईसीयू में एक मरीज की तरह भर्ती है।” कनोरिया ने कहा कि 2017 में राजनीतिक आंदोलन और उसके बाद लॉकडाउन के कारण बागानों के बंद होने से पूरे उद्योग को भारी वित्तीय नुकसान हुआ।</p>	