Tea Industry and the Factors Determining the Problems Faced By Tea Exporters in Nilgiri District

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Abstract - Indian instant tea is exported to 23 countries. Among those countries USA accounts for about 71 percent of the total followed by Switzerland 9 percent, Canada 6 percent, Italy 5 percent, etc. It is interesting to note that instant tea is gaining popularity in United Kingdom, France, Austria, Netherlands, UAE, Japan etc. it can be seen that although tea production has been dealt with by many researchers, there seems to be dearth of research work related to this in India. Considering the importance of tea industry in South India particularly in Nilgiri District, in terms of income, foreign exchange earnings and being a significant employment provider, it seems essential to undertake the study.

Keywords**:** Export, Outbound, Plantation, Quality.

I. INTRODUCTION

India is the second largest producer and consumer of tea in the world and accounts for around 27 per cent of world manufacturing and 13 per cent of world trade. Export of tea is around 20 per cent of domestic manufacturing. The bulk (75 to 80 per cent) of tea manufacturing comes from Northern India, Assam and West Bengal being the major contributors. In recent years, however, India's long-standing predominance in the world market as the largest producer and exporter of tea has taken a beating due to sluggish growth in manufacturing coupled with slow ascendancy in domestic consumption. India's share in world exports of tea has also drastically declined indicating that India is unable to take advantage of the expanding world market. To add to the woes of the tea firms and farmers is the falling prices of tea both in the domestic and international markets. These changes would have an adverse impact on the economy. It is pertinent to assess the performance of tea sector and identify ways and means of overcoming the problems. Therefore, the present study was taken up with the specific objectives.

When the exports of product like CTC Tea, Black Tea, Green Tea is enquired with the tea manufacturers and exporters, it is in pitiable condition. It gave an account that there are many problems which mainly spoils the actual growth of tea. They say that government is not supporting for its up-gradation, there are financial back-locks, raw tea leaf scarcity and lack of tea estate labour forces which makes the manufacturing process stringent. Although the exports show a positive signal, it is from North India and not

from Tamil Nadu region. Hence the visible growth is not the original potential. It is a deferred growth. To examine, this chapter has been framed.

STATEMENT OF THE PROBLEM

Tea plantation industry is an important industry in Tamilnadu. It plays crucial roles in income generation, foreign exchange earnings and employment generation both directly and indirectly. However, the overall performance of this industry is found to have been unimpressive. Every tea exporter has to undergo two categories of problem namely inbound and outbound. The inbound problems are those which they encounter within our country and the outbound problems deals in the proceeds of exports. Outbound problem that every exporter will have to undergo during their business are namely Order Retrieval, Committing of the Order, Order based Raw tea leaf Procurement, Requirement based Manufacturing, Packaging, Sealing, Labeling, Preparing Documents, Dispatching and Tracing until it reaches the hands of the end user. The employees are facing the major problem of insufficient wage rate compared to the living expenditure and they are found to be dissatisfied with poor working conditions. In sum the tea plantation industry is facing a crisis. In this context the present study attempts to examine the Tea Industry and the factors determining the problems faced by tea exporters in Nilgiri District

SCOPE OF THE STUDY

India exported around 225.76 million kg of tea last year, of which around 17% was shipped to Russia. India's tea

exports are forecast to grow to around 260 million kilograms by 2019-20, up about 15% from the current 225.76 million kilograms, according to the Commerce Ministry. In terms of value, the value of tea exports in 2019-20 (at today's prices) is estimated at around Rs.5,145 Crore. This suggests a growth of around 14% from the current levels of Rs.4,509 Crore. Russia is the largest importer of tea from India, accounting for around 38.62 million kilograms or about 17% of India's total exports. However, Pakistan is a market to watch. According to the Commerce Ministry, Pakistan's tea imports from India are forecast to grow to around 30 million kilograms by 2019-20, up about 50% from the current levels of around 20 million kilograms.

OBJECTIVES OF THE STUDY
> To examine the problems and prospects of the tea plantation industry in Nilgiri district..
> To find out the reason, an attempt has been made to study the exporters' perception on the status and growth of tea industry.

II. RESEARCH METHODOLOGY

The study is based on both primary and secondary data. Primary data are collected through standardized and structured questionnaire for understanding the problems of Tea Plantation Industry. The sources of secondary data are publications and reports of Tea Board, India.

SAMPLING TECHNIQUE
During the data collection, it seemed to be conditional to meet all the exporters because some of those are not cooperative for the study and thus it made to go for sampling method. A sample of 144 respondents has been determined as per and those respondents were contacted by adopting Multi-Stage Sampling Method.

POPULATION
The population defined for this study is limited to tea industry and the factors determining the problems faced by tea exporters in Nilgiri District.

AREA OF THE STUDY
The Nilgiris District comprises six taluks viz, Ooty, Kundah, Coonoor, Kotagiri, Gudalur and Pandalur. These taluks are divided into four Panchayat Unions; viz., Udhagamandalam, Coonoor, Kotagiri and Gudalur, besides two Municipalities, Wellington Cantonment and Aruvankadu Township. The District consists of 56 Revenue Villages and 15 Revenue Firkas. There are two Revenue Divisional in this district; viz., Coonoor and Gudalur. Nilgiris also has 35 Village Panchayat and 13 Town Panchayat.

The main industry of the Nilgiris District is processing of Tea. There are about 250 tea export factories spread throughout the district. Coffee is also grown but the Coffee

produced in the district is cured either at Mettupalayam or Coimbatore. As vast area is under Eucalyptus plantation, the manufacturing of the oil is pursued as a cottage industry. The important industry in the public sector is the Hindustan Photo Films Manufacturing Company Ltd., located in Indunagar, other being the Cordite Factory, Food/Specialities Ltd., Protein Products of India Ltd., Needle Industries (India) Private Ltd., and Ponds (India) Private Limited. Due to high economic environment index ranking, the district has high market potential for tea exporter, therefore, this district has been chosen by the researcher to Tea Industry and the factors determining the problems faced by tea exporters in Nilgiri District.

STATISTICAL TOOLS
The statistical tests used in the study include, Simple Percentage, Friedman Rank Test, Analysis of Variance (ANOVA), Chi-square Test, and Correlation Analysis.

HYPOTHESIS
The hypotheses were formulated keeping the content and coverage of the framed objectives. The formulated hypotheses are tested by employing appropriate statistical tools. The hypotheses framed in the study are;
> Overall problem index does not significantly differ among two groups of respondents classified on the basis of nature of investment.
> Size of the firm does not influence the level of problems faced by the respondents.

PERIOD OF THE STUDY
The authentic data for the same published by Tea Board, India is presently available till the year 2014. The primary data was conducted during the year 2013 to 2014.

LIMITATIONS OF THE STUDY
The study was carried out in Nilgiris district of Tamilnadu. Thus, its finding cannot be generalized to other areas due to geographical variation.

III. REVIEW OF LITERATURE

The export market of Indian tea was analyzed by **Kumar (2000)**[1] The specific objectives of the study were to analyze the domestic and export market for Indian tea, the Russian and CIS market for Indian tea and the future prospects of Indian tea in Russian market. According to him the product of tea may be classified generally into two: CTC (Crush, Tear and Curl) tea and Orthodox tea. The CTC tea has high domestic demand whereas orthodox tea has high demand in export market, The major export market to Indian tea are CIS countries, Britain, Germany, Holland, Poland and Australia. Liberalization of imports and crisis in Russian economy has adversely affected tea export from India the Russia and CIS countries have been switching gradually from the high priced high quality tea to the low priced low

quality tea due to the crisis in their countries. As a result of this low priced Sri Lankan tea is dumped into India and that was exported to these countries. This process has adversely affected the Indian tea industry.

Pramod Kumar, P.S. Badal, N.P. Singh and R.P. Singh (2008)[2] in their study was taken up with the following specific objectives; (a) to study the composition, nature and directions of tea trade, and, (b) to assess the competitiveness of tea and to suggest policies to ameliorate the depreciating situation of tea industry. They suggest that concerted efforts have to be made by different stakeholders to increase the productivity of tea plantations, A new type of production organisation and ownership structure may be promoted to look after the multi-pronged problems of production, marketing and supporting services for the small holder tea production. The country can get back its place among our traditional tea markets of Russia and other CIS nations by diversification of tea products, quality upgradation and aggressive brand and logo campaign. In the short term, aggressive generic promotion for tea in the domestic market is very much needed. Market diversification away from traditional markets offers great scope to boost Indian tea exports are the suggestions were given by them.

Debasish Biswas (2013)[3] explored the root causes behind the reduction of tea export in the Global market and to give some concrete suggestions to overcome this problem in order to strengthen our economy and to restore India's historical success with the tea industry. He explored that the fact which emerges from the present crisis is that Indian tea has not been globally competitive. It has concentrated less attention to processing and improving the quality by proper blending and marketing; for higher price realization of their products. He added that unlike its key competitors, India does not have any powerful brand to support its promotion drive in the international market. A vigorous campaign which include Indian tea logos and making Indian brands acceptable in those markets. Further, an inspection agency should be appointed to keep a quality check on the tea that is exported. The author concluded that that several factors are associated with tea export and the reduction of tea export in India. These factors are mainly(a) decline in demand for Indian tea in the global market;(b) defects in auction system;(c) poor price realization and (d) increase in cost of production; (e) supply side factors and (f) demand side factors.

Shweta Jain (2014)[4] mentioned that tea industry has seen a lot of changes in the past few years, the world's largest tea producer, India, lost its position to China for the first time, in the last 110 years. Despite its fluctuating position in the world market, India is a key source for tea as well as the largest market. There is a need to understand the factors which influence the demand and supply scenario in the Indian Tea Industry, in order to facilitate, practitioners' ability to modify and adapt to the changing environment. This paper seeks to address this issue. Therefore, as of now, it should focus on the domestic market; try to simulate the demand in this market to ensure that it does not lose this portion to other players once the tea imports are open in India. Subsequently, Indian practitioners should improve their export strategy by producing good quality teas at competitive prices. He concluded that, India needs to work in three directions namely product development, marketing & promotion and institutionalization. By improving the quality as per the consumers' taste and preference, India should also look for other tea importing countries like Pakistan, US, USSR, Iraq, Germany, etc.

Alastair Hicks (2015)[5] Mentioned that the new types of herbal, fruit flavor and decaffeinated teas, as well as ready-to-drink teas are becoming popular. The organically grown and healthful image of tea can be exploited, as can the utilization of active ingredients of tea as their functional properties and nature become better known. Ready-to-drink tea is cheaper than cocacola derivatives and this is perceived as a main competitor. There is a risk that tea consumption may drop as other drinks come on the market, from, e.g., rice, potatoes, mulberry leaves. He concluded that the diversification is the key and products such as tea chewing gum could be developed and tea can be considered as having a share of the soft drink market, a highly competitive field. A wide range of tea products will continue to be developed through product and process development for added-value as the market shares become more sophisticated and competitive. He concluded that the industry must rise to these challenges and face the future with confidence.

IV. ANALYSIS AND INTERPRETATION

1. Type of Constitution
The respondents are classified based on the type of constitution with which they have registered such as Proprietorship, Partnership, Individual firm and Private Limited Company and the classification is shown in the table below.

Sl.No	Type of Constitution	Number of Sample Exporters	Percentage
1	Proprietorship	54	37.50
2	Partnership	33	22.90
3	Individual Firm	37	26.00
4	Private Limited Company	20	13.50
	Total	**144**	**100**

The above table illustrate that out of the total 144 respondents, 54 (37.50 percent) have registered as proprietorship; 33 (22.90 percent) of them have registered as partnership; 37 (26.00 percent) of them have registered as individual firm and the rest 26 (13.50 percent) have registered as private limited company. Hence, it can be said that most of the respondents have registered as sole proprietors.

2. Annual Turnover
The respondents are classified on the basis of the annual turnover and the classification is depicted in the following table.

Sl.No	Annual Turnover	Number of Sample Exporters	Percentage
1	Up to Rs.1 Crore	51	35.41
2	Rs.1 Crore - Rs.5 Crore	50	34.72
3	Rs. 5 Crore - Rs.10 Crore	20	13.88
4	Rs.10 Crore - Rs. 15 Crore	16	11.11
5	Above 15 Crore	7	4.88
	Total	**144**	**100**

From the above table, out of the total 144 respondents, 51 (35.41 percent) of respondents' annual turnover is up to ₹.1 Crore; 50 (34.72 percent) of them are attaining an annual turnover between ₹.1 Crore - ₹.5 Crore; 20 (13.88 percent) of the respondents have made between ₹.5 Crore and ₹.10 Crore as their annual turnover; 16(11.11 percent) of the respondents have reached between ₹.10 Crore and ₹.15 Crore as annual turnover and the rest 7 (4.88 percent) of them have attained above ₹.15 Crore as their annual turnover. Hence, it is identified that most of the respondents' annual turnover is up to Rs.1 Crore.

3. Registered under Tea Board of India
The respondents are classified on the basis of the registration of business under Tea Board of India and the classification is depicted in the following table.

Sl.No	Registration Under Tea Board of India	Number of Sample Exporters	Percentage
1	Registered	130	90.28
2	Not Registered	14	9.72
	Total	**144**	**100**

Out of the total respondents, 130 (90.28 percent) of them have registered their business with Tea Board of India and the remaining 14 (9.72 percent) of them have not registered their business with Tea Board of India. Thus, majority of the respondents have registered their business with Tea Board of India and it is clear that the respondents who have registered under Tea Board of India will be receiving additional benefits on finance, status orientation, ceilings and concessions.

4. Reason for Registering Under Tea Board of India
There are 130 respondents who have registered their business under Tea Board of India and the table below shows the classification of those respondents on the basis of the reason for registering their business under Tea Board of India.

Sl.No	Reason for Registering Under Tea Board of India	Number of Sample Exporters	Percentage
1	To Promote Exports	31	24.00
2	To Gather Technical Knowledge	21	16.10
3	To Avail of Financial Assistance	18	13.84
4	To Avail of Incentives and Subsidies	51	39.15
5	To Promote Exports and Gather Technical Knowledge	5	3.84
6	To Promote Exports, Avail of Incentives and Subsidies	4	3.07
	Total	**130**	**100**

Out of the total 130 respondents, 31 (24.00 percent) have registered their business under Tea Board of India to promote exports; 21 (16.10 percent) have registered to gather technical knowledge; 18 (13.84 percent) have registered to avail of financial Assistance; 51 (39.15 percent) have registered to avail of incentives and subsidies, 5 (3.84 percent) have registered to promote exports and gather technical knowledge and 4 (3.07 percent) to promote exports and avail of incentives and subsidies. This shows that most of the respondents have registered their business under Tea Board of India to avail of incentives and subsidies.

5. Opinion on Level of Raw Tea Leafs Related Problem

The opinion of respondents on level of raw tea leafs problem is segregated as Low, Moderate and High level and the classification is depicted in the following table.

Sl.No	Opinion on Level of Raw Tea Leaf Related Problem	Number of Sample Exporters	Percentage
1	Low	29	19.80
2	Moderate	88	61.50
3	High	27	18.80
	Total	**144**	**100**

The table above depicts that out of the total 144 respondents, 29 (19.80 percent) have faced low level of raw tea leafs problem; 88 (61.50 percent) have faced moderate level of raw tea leafs problem and the rest 27 (18.80 percent) have faced high level of raw tea leafs problem. This shows that majority of the respondents have faced moderate level of raw tea leafs problem and it implies there exist tea leaf problem with more than two- fourth of the respondents. Since places like Kothagiri, Ooty, Gudalur, Panthalur and Coonoor in Nilgiri district are famous for the tea plantations, it is quiet easy to avail the raw tea leafs for the needed level. Hence, raw tea leaf problem is not a significant one.

6. Factors Influencing Financial Problem - Friedman Rank Test

The financial problem faced by the respondents may vary from one to another. It may depend on the amount of investment, banking procedures, security measures, cost of investment, recovery from customers and loan funding period. To identify the prominent problem among these, Friedman rank test is applied.

Sl.N0	Factors Influencing Financial Problems	Mean Rank
1	High Investment	3.71
2	Procedural Difficulties Enforced by Bank	3.52
3	Lack of Security	3.58
4	High Cost of Investment	3.46
5	Delay in Payment from Customers	3.93
6	Delay in Getting Loan from Banks	2.79

Test Statistics

N	Chi-Square	d.f.	Asymp. Sig.
144	27.471	5	0.000

The above table reveals that among the six factors considered, 'delay in payment from customers' is the foremost factor which influences the financial problem with a mean rank of 3.93 followed by 'high investment' with a mean rank of 3.71; 'lack of security' with a mean rank of 3.58; 'procedural difficulties enforced by the bank' with a mean rank of 3.52; 'high cost of investment' with a mean rank of 3.46 and 'delay in getting loan from banks' is found to be the least influencing factor with a mean rank of 2.79.

7. Factors Influencing Overall Problem - Friedman Rank Test

The overall problems faced by the respondents may diverge among one another. It may depend on financial problem, raw tea leafs problem, tea estate labour problem and manufacturing problem. To identify the prominent problem among these, Friedman rank test is applied.

Sl.No	Factors Influencing the Overall Problem	Mean Rank
1	Financial Problem	3.76
2	Raw tea leaf Problem	2.61
3	Tea estate labour Problem	1.59
4	Manufacturing Problem	2.05

Test Statistics

N	Chi-Square	d.f.	Asymp. Sig.
144	157.689	3	0.000

The above table reveals that among the four factors considered, 'financial problem' is the foremost factor which influences the overall problem with a mean rank of 3.76 followed by 'raw tea leaf problem' with a mean rank of 2.61; 'manufacturing problem' with a mean rank of 2.05 and 'tea estate labour problem' is found to be the least influencing factor with a mean rank of 1.59.

8.   Nature Of Investment – Analysis Of Variance (ANOVA)

To ascertain whether there exists any significant difference in the overall problems index among two groups of respondents classified based on nature of investment, the following hypothesis is framed and tested.

H_0: Overall problem index does not significantly differ among two groups of respondents classified on the basis of nature of investment

Nature of Investment	Mean	Source	Sum of Squares	d.f	Mean Square	F Value	Sig.
Owned	66.77	Between groups	302.928	1	302.928		
Owned & Borrowed	70.34	Within groups	5237.561	142	55.719	5.437	.022
Total	**68.74**		5540.490	143			

Mean overall problem index is high among owned and borrowed respondents. Hence, it is observed that respondents who have owned and borrowed funds for investment have faced more problems than the respondents who have invested on their own. As the calculated F value is greater at five per cent level, there exists a significant difference in mean values of overall problem index among respondents classified on the basis of nature of investment. Hence, the null hypothesis is rejected.

9.   Size of the Firm and Level of Problems Faced

To examine whether size of the firm is associated with level of problems faced by the respondents, the following hypothesis has been framed and tested.

H_0: Size of the firm does not influence the level of problems faced by the respondents

Sl.No	Size of the Firm	Level of Problems Faced			Total
		Low	Moderate	High	
1	Small	14 (18.30)	46 (61.70)	15 (20.00)	75 (100.00)
2	Medium	6 (12.50)	33 (68.80)	9 (18.70)	48 (100.00)
3	Large	0 (00.00)	21 (100.00)	0 (00.00)	21 (100.00)
Total		**20**	**100**	**24**	**144**

d.f.: 4 Calculated χ^2 Value: 2.818   Table Value: Five per cent level: 9.49
                                                                                                 One per cent level: 13.28

Out of the total 144 respondents, 75 (52.08 percent) respondents belong to small scale units. Of which, 14 (18.30 percent) respondents have faced low level of problem; 46 (61.70 percent) respondents have faced moderate level of problem and the rest 15 (20.00 percent) respondents have faced high level of problem.

There are 48 (33.33 percent) respondents in the second category who belong to medium scale units. Of which, 6 (12.50 percent) respondents have faced low level of problem; Thirty three (68.80 percent) respondents have faced moderate level of problem and the rest nine (18.70 percent) respondents have faced high level of problem.

Of the total 21 respondents, 21 (14.59 percent) respondents belong to large scale units. Of which, all the respondents (100 percent) have faced moderate level of problem.

The percentage of respondents who have high level of problem is high among respondents with small scale units and low level of problem is also high among respondents with small scale units. Comparing the percentages, it is observed that respondents with small scale units have faced high level of problems. However, the calculated Chi-square value is lesser than the table value at five per cent level; there exist no significant association between size of the firm and the overall problems faced. Hence, the null hypothesis is accepted.

10. Determinants of Overall Problem Faced

In order to find out the variables that determine respondents overall problem faced, the variables namely, level of raw tea leafs problem, level of financial problem, level of tea estate labour problem and level of manufacturing problem have been regressed on overall problem index.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.963[a]	0.927	0.924	2.112

a. Predictors: (Constant), Level of Manufacturing Problem, Level of Raw Tea Leaf Problem, Level of Financial Problem, Level of Tea Estate Labour Problem

The R-square is the proportion of variation in the dependent variable (overall problem) that is explained by the four independent factors. The above table shows that 92.7 percent of the variation in overall problem can be explained by four independent factors in the model.

Model	Sum of Squares	d.f	Mean Square	F	Sig.
Regression	5134.565	4	1283.641	287.766	0.000[a]
Residual	405.924	140	4.461		
Total	5540.490	144			

The above table shows whether the proportion of variance explained in the table is significant. It also notify whether the overall effect of the four independent factors on overall problem is significant. The sig.(or p-value) is 0.000 which is below the 0.05 level; hence, it is concluded that the overall model is statistically significant, or that the variables have a significant combined effect on the dependent variable.

11. Relationship between Year of Establishment and Overall Problems Faced
– Correlation Analysis

Variable	Test	Year of Establishment	Overall Problem
Year of Establishment	Pearson Correlation	1	0.022
	Sig. (2-tailed)	-	0.829
	N	144	96
Overall Problem	Pearson Correlation	0.022	1
	Sig. (2-tailed)	0.829	-
	N	144	96

The above table depicts the relationship between year of establishment and level of problem. The coefficient of correlation value (r = 0.022) shows that there is no significant relationship between year of establishment and level of problem at 0.01 level. Hence, it is inferred that year of establishment does not influence the level of problem in the tea industry.

V. FINDING

- Most, 54 (37.50 percent) of the respondents have registered as sole proprietors.
- Most of the respondents, 51 (35.41 percent) annual turnover is up to ₹. 1 Crore.

- Majority the respondents who have registered under Tea Board of India will be receiving additional benefits on finance, status orientation, ceilings and concessions.
- Most of the respondents have registered their business under Tea Board of India to avail of incentives and subsidies.
- Majority, 88 (61.50 percent) of the respondents have faced moderate level of financial problem and there exist high financial problem with 29 respondents.
- The delay in payment from customers is the foremost factor which initiates the financial problem followed by high investment, lack of security, procedural difficulties enforced by the bank, high cost of capital and delay in getting loan from banks.
- Financial problem is the chief factor which prompts the overall problem followed by raw tea leaf problem, manufacturing problem and tea estate labour problem.
- ANOVA result indicates that there exists a significant difference in the mean overall problem index among tea exporters classified based on nature of investment. The respondents who have owned and borrowed funds for their investment have faced more problems than the respondents who have invested on their own.
- Chi-square result shows that there exists no significant association between size of the firm and level of problem faced.
- In order to find out the variables that determine respondents' overall problem faced, the variables namely, level of raw tea leaf problem, level of financial problem, level of tea estate labour problem and level of manufacturing problem have been regressed on overall problem index. It is found that financial problem is the best predictor of the overall problem followed by tea estate labour problem, raw tea leaf problem and manufacturing problem.
- In order to examine the year of establishment and overall problem faced, correlation analysis has been carried out. It is found that there is no significant relationship between the year of establishment and level of problem faced.

VI. SUGGESTIONS

- ❖ After the introduction of free import policy low quality tea from other countries are being imported and re-exported either directly or mixing up with the Indian tea with the Indian brand name. This reduces demand and price of Indian tea in foreign markets. Restrictions on import and implementation of strict quality control measures from the part of Government are required to reduce the import of cheap tea.
- ❖ Market service to assist Indian exporters in their marketing efforts and deputation of delegations to prospective countries to enhance contract for exports as well as to study strategies followed by competing

producer countries are some of the other areas to be strengthened.
- ❖ To start adopting mechanization in the areas of drying, sorting and fermentation. Undoubtedly, mechanization would lead to revenue increase.
- ❖ It is advised to export flavored tea items like Masala tea, green tea, Pepper tea, Lemon tea.
- ❖ Attractive and safe packaging of the product is the predominant factor to cater the business in international market and hence it should be concentrated.
- ❖ Indian tea has reputation of superior quality in the international market, it is also desirable for the tea exporters from India to develop and register trademarks.
- ❖ Exporter should get the tailor made Credit Risk Insurance Policy form Export Credit Guarantee Corporation of India, so that the economic instability may ease out.
- ❖ Exporters may directly contact the commercial wing of the Indian Embassy to find out a representative, distributer, partner or agent in foreign countries. Such details can also be obtained directly from the Foreign countries Chamber of Commerce.
- ❖ Be aware of the Export Market Development Assistance (EMDA) scheme and gain more assistance to promote the export business through participation of foreign buyer-seller meet and participation in International Tea Meets.

VII. CONCLUSION

Tea is believed to have been originated from South-East Asia and more specifically from China or India. At first it was a medicine and later on it has become one of the important beverages in the world. Now-a-days tea is consumed in almost all countries in the world. Tea industry played a major role in the colonial activities of the Western countries. It has become one of the powerful commodities having commercial trade value. Indeed, it was the prime objective of colonization to cultivate tea. This was particularly so in the case of India under colonial period of the British. Until 1886 China had been the largest producer of tea in the world. Since then India has been the largest producer and exporter of tea.

The small tea exporters, medium and large tea exporters are not happy with the present position of the tea industry. In the liberalized regime of world trade, paramount importance has to be given to the marketing of tea. In this aspect Government has a very important role in developing a system for strict quality control. Of course certain government support in the form of tax concessions, export promotion etc. may be helpful for rejuvenating the tea plantation industry. The analysis shows that the exporters are facing more financial problem rather than any other problems they faced.

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