



चाय बोर्ड भारत **TEA BOARD INDIA**

14, बी. टी. एम. सारणी (ब्रेबोर्नरोड), कोलकाता 700001

14, B. T. M. SARANI (Brabourne Road), Kolkata 700 001

वाणिज्य एवं उद्योग मंत्रालय के अंतर्गत, वाणिज्य विभाग, भारत सरकार

Under Ministry of Commerce & Industry, Department of Commerce, Government of India

www.teaboard.gov.in

Ref. No.:9(47)/DTD/New EFC/15th FC/2022

Dated-03-10-2024

To

(All stakeholders of Tea Industry/Tea Associations across India)

**Sub-Announcement of the Tea Development & Promotion Scheme (TD&PS)
(For the Balance Period of the 15th Finance Commission, 2023-24 to 2025-26)**

Sir (s)/Madam(s),

Directed to inform that, the Department of Commerce, Ministry of Commerce & Industry, Government of India has conveyed approval for the Tea Board's scheme "Tea Development & Promotion Scheme" with an overall budget of Rs 664.09 Crore for implementation during the remaining period of Fifteenth Finance Commission Cycle from 2023-24 to 2025-26 vide F. No. K-57013(11)/1/2021-Plant (A) dated 22.02.2024.

Further Ministry has conveyed the approval of the General guidelines vide F.No 57013(11)/1/2021-Plant (A) on 19th September 2024, for implementation of TD&PS during the remaining period of 15th FC Cycle with the direction to the Tea Board that, the detailed modalities/guidelines for implementation of TD&PS scheme may be issued as per the approval of the Board.

Accordingly, the matter has already been deliberated during the Special Board meeting held on 31-07-2024 as well as in the 250th Board meeting held at Palampur on 09-08-2024 and approval of the Board for the detailed scheme guidelines has been obtained. Out of the seven major components, the following covers the broad areas of Tea Board's operation for overall protection, growth and sustenance of the Indian Tea Industry-

1. Plantation Development & Quality Up-gradation
2. Tea Promotion and Market Support
3. Technological Intervention
4. Research and Development
5. Welfare and Capacity Building measures

The modalities containing the details such as eligibility criteria, unit cost, scale of assistance/ grant-in-aid, disbursement of subsidy/ grant-in-aid, list of documents, procedures for claiming subsidy/ grant-in-aid in respect to various activities under above mentioned Components by the stakeholders of tea industry have been defined in the attached document.

(2)

The duration of the scheme is from 3rd October 2024 to 31st March 2026. The commencement of receipt of applications under various activities will be from 15th October 2024 and all the services for implementation of the various sub-components of the scheme will be provided through online mode at "Service Plus" portal- <https://serviceonline.gov.in>. The cut off dates for receipt of applications under various major activities (Sl. No. 1 & 5) is also attached herewith for information of all concerned.

All concerned are thus requested to share the attached documents to maximum number of stakeholders of the tea industry so as to avail the benefits provided under the scheme.

Yours faithfully,



(Dr. Rishikesh Rai)
Secretary (I/C)

Enclo.

1. Modalities and guidelines of the Scheme
2. Activity wise receipt and cut off dates of applications

Copy to-

1. FA & CAO for kind information.

2. Executive Director, Coonoor
3. Executive Director, Guwahati
4. Deputy Director of Tea Development, Siliguri
5. Deputy Director of Tea Development, Palampur
6. All HOD's at H.Q

-With request to make wide publicity of the enclosed documents so as to reach out to a maximum number of stakeholders of tea industry under your jurisdiction, as applicable.

**Activity wise dates for commencement of receipt of applications and closing cut off under Tea Development & Promotion Scheme
2023-24 to 2025-26**

1. Plantation Development & Quality Upgradation

S.No.	Sub Components	Commencement of receipt of applications	Tentative Cut-off date for receipt of applications
1.1	Support to Plantation Sector		
1.1.1	Support for Replantation	15-10-2024	31-12-2024
1.1.2	Assistance for raising Nursery with recommended quality cultivars	15-10-2024	31.12.2024
1.2	Support to Small Tea Grower Sector		
1.2.1	Federating the small growers-Assistance to the SHGs (Self Help Group)	15-10-2024	31.12.2025
1.2.2	Federating the small growers- Assistance to the FPOs/FPC (Farmer Producer Organisations/Companies)	15-10-2024	30.11.2025
1.2.3	Setting up of new mini tea unit by SHG/FPO/FPCs for production of Orthodox, Green and Specialty teas	15-10-2024	31.03.2025
1.2.4.	Annual Awards for SHG/FPO- 1st, 2nd, 3rd categories of awards in 4 regions per year	01.01.2025 to 31.01.2025 and 01.01.2026 to 31.01.2026	
1.2.5	Soil testing for individual small growers/SHG/FPO	15-10-2024	31.01.2026
1.2.6	Organic certification	15-10-2024	28.02.2026
1.2.7	Organic Conversion	15-10-2024	28.02.2026
1.2.8	Farm Field School	01.01.2025 to 31.01.2025 for activities undertaken in calendar year 2024 and 01.01.2026 to 31.01.2026 for activities undertaken in calendar year 2025	
1.3	Quality Assurance		
1.3.1	Encouraging adherence to proper pruning cycle and standard plucking rounds and consistent supply of quality green leaf	01.01.2025 to 31.01.2025 for activities undertaken in calendar year 2024 and 01.01.2026 to 31.01.2026 for activities undertaken in calendar year 2025	

5. Welfare and Capacity Building Measures

S.No.	Sub Components	Commencement of receipt of applications	Tentative Cut-off date for receipt of applications
5.1	Capacity Building- Workshop, Seminars & Institutional Training, GAP, GMP, health awareness camps for workers etc.	15-10-2024	31.12. 2025
5.2	Educational Support to the Wards of the Tea Garden Workers and Small Tea Growers (up to 1 ha)	Applications can be submitted within 30 days from the announcement of scheme or within 30 days from date of publication of results.	
5.3	Book and Uniform Grants-wards of workers of closed tea estates and gardens affected by natural calamities	Applications can be submitted within 30 days from the announcement of scheme or within 30 days from date of publication of results.	
5.4	Award for meritorious students of small growers (up to 1 ha) and workers – For Class X and Class XII	Applications can be submitted within 30 days from the announcement of scheme or within 30 days from date of publication of results.	
5.5	Assistance for disabled and critically ill dependents of workers (kidney, heart, liver diseases and cancer) in closed tea gardens	15-10-2024	31.01.2026

(Note: Tea Board may make changes in cut-off dates as per requirement and the same will be reflected in the Board's website).



भारत सरकार
Government of India

वाणिज्य और उद्योग मंत्रालय, वाणिज्य विभाग
Ministry of Commerce & Industry, Department of Commerce

चाय विकास और संवर्धन योजना
TEA DEVELOPMENT & PROMOTION SCHEME

FOR THE PERIOD FROM 2023-24 TO 2025-26



टी बोर्ड भारत
TEA BOARD INDIA

14, B. T. M. SARANI (Brabourne Road),
Kolkata 700 001, West Bengal
www.teaboard.gov.in

क्रियान्वयन और दिशानिर्देश
MODALITIES AND GUIDELINES

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चाय विकास और संवर्धन योजना
TEA DEVELOPMENT & PROMOTION SCHEME

OVERVIEW OF THE SCHEME

The Department of Commerce, Ministry of Commerce & Industry, Government of India has conveyed approval for the Tea Board's scheme "Tea Development & Promotion Scheme" for implementation during the remaining period of Fifteenth Finance Commission Cycle from 2023-24 to 2025-26 vide F. No. K-57013(11)/1/2021-Plant (A) dated 22.02.2024.

The duration of the scheme will be from 2023-24 to 2025-26. The Board will declare a cut-off date for receipt of applications wherever these are invited. The scheme has the following major components covering the broad areas of Tea Board's operation for overall protection, growth and sustenance of the Indian Tea Industry.

Sl.No.	Scheme Components
1	Plantation Development & Quality Up-gradation
2	Tea Promotion and Market Support
3	Technological Intervention
4	Research and Development
5	Welfare and Capacity Building measures
6	3rd Party Evaluation
7	Establishment Expenses

The scheme is aimed at enhancing production, productivity, and quality of Indian tea and facilitating Indian teas to compete in the global market. A significant focus is placed on empowering small tea growers, aiding formation/strengthening of SHGs/FPOs/FPCs, and enabling them to move up the value chain. This includes fostering value addition in tea processing for better price realization and increasing India's share in export markets. Additionally, the scheme aims to better realize the potential of tea grown in the North Eastern States, and improve tea exports to high-value markets. Supporting research and development, technological innovations, and welfare measures for tea garden workers that are supplementary to the provisions of the Plantation Labour Act, 1951, are also being undertaken under the scheme.

Tea Board has finalized the modalities for implementation of subsidy / financial incentives / grant in aid under various components, clearly describing the eligibility norms, unit costs and extent of support for various categories of stakeholders. The subsidy / financial incentives under the components will be disbursed by various departments of the Board depending on the types of activities / beneficiaries. This document is designed to lay down the procedure for implementation of the various components and sub components of the Tea Development & Promotion Scheme for the period from 2023-24 to 2025-26. While implementation and monitoring of the scheme will be done by the “Steering Committee” under Chairmanship of Deputy Chairman, Tea Board, through the Zonal and Regional offices located throughout India, the following Nodal Officers will look after implementation of the components and sub components:

Table -1: Details of Nodal Officer

Sl. No.	Component / sub component	Nodal Officer
1	Plantation Development and Quality Up-gradation	
1.1.	Support to Plantation Sector	Director of Tea Development
1.1.1	Support for Replantation	
1.1.2	Assistance for raising nursery with recommended quality cultivars	
1.2	Support to Small Tea Growers	
1.2.1	Federating the small tea growers – Assistance to self-help groups (SHGs)	
1.2.2	Federating the small growers – Assistance to Farmer Producer Organizations (FPOs)/ Companies (FPCs)	
1.2.3	Setting up of new mini tea unit by SHG/FPO/FPCs for production of orthodox, green and specialty teas	
1.2.4	Annual Awards for SHG / FPO -1st, 2nd, 3rd categories of awards in 4 regions per year	
1.2.5	Soil testing for individual small growers / SHG/FPO	
1.2.6	Organic certification	
1.2.7	Organic Conversion	
1.2.8	Farm Field School	
1.3	Quality Assurance	
1.3.1	Encouraging adherence to proper pruning cycle and standard plucking rounds and consistent supply of quality green leaf	
1.3.2	Ensuring quality checks drawing and testing tea samples	Controller of Licensing
1.3.3	Support to Tea Research Institutes for up-gradation of Tea testing Laboratory	Director Research
1.3.4	Increasing consumer awareness on quality of tea	Director Tea Promotion
2.0	Tea Promotion and Market Support	

2.1	International Promotion & Support	Director Tea Promotion
2.1.1	Brand Promotion including for startups, generic promotions, campaigns, PR and networking activities, multimedia and social media promotion, delegations, sponsorships, events etc., with promotional tools, aids, materials etc. for identified new geographies and markets etc. (Smart Promotion))	
2.1.2	Support to Indian origin tea cafes for diversifying to international markets	
2.1.3	International Promotional events, PR and networking activities, BSMs/RBSMs etc. including inbound and outbound delegations	
2.1.4	Market Research, Surveys, International Tea organizations, market Intelligence etc.	
2.1.5	Incentive towards export of tea through ICD Amingaon	
2.1.6	Intellectual property right and logo protection & Promotion	
2.2	Domestic Tea Promotion	
2.2.1	Domestic fairs, exhibitions, events, logo promotion, PR and Networking, sponsorships, seminars, conferences, workshops, BSMS etc.	
2.2.2	Domestic Promotion for Orthodox Tea	
2.2.3	Branding activities, Marketing, generic promotion, PR activities, production of promotional material, freight and insurance, social media and multimedia promotions etc.	
2.2.4	Support for Brand Promotion to Start Ups etc.	
2.2.5	Setting up of Vale Addition Units (Blending & Packaging Units)	
3.0	Technological Intervention	
3.1	Digitization of Tea Board	Secretary / System Analyst
3.2	E-Implementation of Scheme Component/DBT/Service Plus/ Vendors/ Geo Tagging	System Analyst
3.2.1	Implementation of web-based applications for the use of internal and external stakeholders of the tea industry for monitoring quality of tea and delivery of services to the stakeholders for transparency and ease of doing business	Controller of Licensing
3.2.2	Implementation of scheme through online service plus platform for monitoring and ease of doing business	Director of Tea Development / System Analyst
3.2.3	Geo tagging of tea gardens and factories with geo spatial meta data such as latitude, longitude coordinates for distinct	

	identification and policy decisions	
3.3.4	Strengthening of an IT enabled electronic platform for sale of tea and e trading of tea waste for facilitating marketing of tea and fair price discovery	Controller of Licensing
3.3	Technological Intervention for tea Plantation including Precision farming, Drone Surveillance	Director of Tea Development / System Analyst
3.3.1	Drone surveillance	Director of Tea Development
3.3.2	Precision farming	
3.4	Traceability and block chain	
3.4.1	Traceability	Controller of Licensing
3.4.2	Block Chain (Chai Sahyog)	Director of Tea Development
3.4.3	Study on technological interventions and trade	Controller of Licensing
4.0	Research & Development	
4.1	Product Development & Diversification [Research on blends for International Market], Maximum residue limits (MRL), pest and disease management etc.	Director Research
4.2	Support to Tea Research Institutes: Grant in aid to TRA, UPASI, upgradation and streamlining of Darjeeling Tea Research Development Centre (DTRDC) and Quality Control Laboratory (QCL)	
4.3	Capacity Building - Scientific Seminars and Workshops and capacity building/training of Boards Officers	Director of Tea Development/ Director Research
5.0	Welfare and Capacity Building Measures	
5.1	Capacity Building- Workshop, Seminars & Institutional Training, GAP, GMP, health awareness camps for workers etc.	Director of Tea Development
5.2	Educational Support to the Wards of the Tea Garden Workers and Small Tea Growers (up to 1 ha)	
5.3	Book and Uniform Grants-wards of workers of closed tea estates and gardens affected by natural calamities	
5.4	Award for meritorious students of small growers (up to 1 ha) and big tea garden workers	
	For class X	
	For class XII	
5.5	Assistance for disabled and critically ill dependents of workers (kidney, heart, liver diseases and cancer) in closed tea gardens	
6.0	3rd Party Evaluation	Director of Tea Development
7.0	Establishment	Financial Advisor & Chief Accounts Officer

Further, review of the progress of implementation of the scheme, including the physical and financial progress, shall be by a Committee in the name and style of “Scheme Coordination and Monitoring Committee” (SCMC) under the Chairmanship of Deputy Chairman, Tea Board, with the following Members:

Table-2: Details of SCMC Members

SCMC Members	Position
Director of Tea Development	Member Secretary
Executive Director, Guwahati	Member
Executive Director, Coonoor	Member
Financial Advisor & Chief Accounts Officer	Member
Director of Tea Promotion	Member
Director Research	Member
Deputy Director of Tea Development, Siliguri	Member
Deputy Director of Tea Development, Palampur	Member

The meeting of the SCMC will be held monthly, preferably in the first week of every month either physically or virtually or in hybrid mode at the venue decided by the Chairman of the committee. The SCMC review report will be placed in the immediately next Board meetings, and also submitted to the Central Government. As decided in the special Board Meeting held on 30.07.2024 and 250th Board Meeting held on 09.08.2024 at Palampur, Himachal Pradesh, there will be a “Steering Committee” under Chairmanship of Deputy Chairman, Tea Board for overall monitoring of the scheme. The composition of the Steering committee is as follows:

1. Deputy Chairman, Tea Board - Chairman of the committee
2. Executive Director, Tea Board, Coonoor – Member
3. Executive Director, Tea Board, Guwahati- Member
4. Director of Tea Development, Tea Board – Member & Convenor
5. Financial Advisor and Chief Accounts Officer, Tea Board - Member
6. Director of Tea Promotion, Tea Board - Member
7. One Board Member from Assam - Member
8. One Board Member from West Bengal - Member
9. One Board Member from Tamil Nadu – Member and
10. One Expert from Tea Industry - Member

The Steering Committee will meet at half-yearly interval preferably in the month of June and December of the Calander year either in physical mode or Virtual Mode or in Hybrid Mode.

खण्ड – I

SECTION – I

सामान्य तौर-तरीके और दिशानिर्देश

**GENERAL MODALITIES AND
GUIDELINES**

चाय विकास और संवर्धन योजना
TEA DEVELOPMENT & PROMOTION SCHEME

The Department of Commerce & Industry, Ministry of Commerce & Industry, Government of India vide their letter K-57013(11)/1/2021-PLANT A dated 19th September, 2021 has approved the following General Guidelines for Implementation of the Tea Development and Promotion Scheme during the remaining period of Fifteenth Finance Commission Cycle” i.e., up to 2025-26.

A. OVERVIEW OF THE SCHEME

The scheme has the following major components covering the broad areas of Tea Board’s operation for overall protection, growth and sustenance of the Indian Tea Industry

Sl.No.	Scheme Components
1	Plantation Development & Quality Up-gradation
2	Tea Promotion and Market Support
3	Technological Intervention
4	Research and Development
5	Welfare and Capacity Building measures
6	3rd Party Evaluation
7	Establishment Expenses

This scheme is designed to lay down the general guidelines for implementation of the Tea Development and Promotion Scheme. While implementation and the monitoring of the scheme will be done by Deputy Chairman, Tea Board, through Zonal and Regional offices located throughout India, the Nodal Officers as appointed by the Tea Board for various components/ sub-components will look after implementation of their respective components/sub-components.

Deputy Chairman, Tea Board shall monitor the implementation of the scheme and related aspects and furnish reports to the Department of Commerce, as and when required.

Scheme Co-ordination and monitoring committee (SC&MC) under the Chairmanship of Deputy chairman, Tea Board, with nodal officer from scheme implementing Department as members will review the progress of implementation of the scheme. The SC&MC shall meet on monthly basis to oversee the implementation of the scheme and to review the physical and

financial progress. The SC&MC review reports will be placed in the immediately next Board meetings and also submitted to the Central Government.

B. GENERAL GUIDELINES

1. All the services for implementation of the various sub-components of the scheme will be provided through online mode at "ServicePlus" portal <https://serviceonline.gov.in> (or any other portal that may replace the "ServicePlus" portal. All references to "ServicePlus" portal in this document shall mean reference to such portal also) and all payments will be made electronically as per the procedure prescribed by Government of India. No payment will be made in cash. All the formats for applications are available online at ServicePlus portal. Small grower applicants, or any other such category of micro/small size applicants as may be determined by Tea Board, who are not able to submit online applications, may be allowed to submit physical applications to Tea Board offices. Copy of the physical applications indicating the date of receipt shall be retained/uploaded by the Board officials along with the applications. These applications shall be uploaded online forthwith on the portal by concerned Tea Board official within 7 days of receipt of such applications while retaining the date of receipt of physical application as the date of submission. All payments in such cases shall also be through DBT or electronically as per procedure prescribed by Government of India.
2. All rules and regulations laid out and revised by Government of India under General Financial Rules 2017, CVC Guidelines and other relevant guidelines issued by the concerned Ministries/Departments of Government of India must be followed for the implementation of the Scheme
3. Tea Board may consult Central Government, State Governments of tea growing states and other concerned agencies for the purpose of implementing the scheme, if required, depending on the activity/component under consideration and implementation.
4. The schemes will be announced on the website of Tea Board and given enough wide publicity through various channels of communication (including print, social media etc.) along with the details of documents to be uploaded with the application. Sufficient lead time for ensuring wide publicity of the scheme should be maintained, prior to acceptance of applications
5. For components which involve financial assistance to beneficiaries, the details such as eligibility criteria, scale of assistance, list of documents required, process of submission and scrutiny of applications, conditions to be fulfilled for sanctions and disbursement of funds and other conditions along with necessary forms and

- declarations shall be provided in the detailed modalities against each component and sub-components. The rates of assistance, cost norms, eligibility and all other conditions mentioned in the EFC memorandum (read along with EFC recommendations and approvals granted by Central Government on the same) shall be strictly adhered to while issuing of these detailed modalities and no deviation from the same shall be allowed unless specifically approved by the Central Government.
6. The general guidelines along with detailed modalities issued by the Tea Board shall be uploaded on the website of the Board
 7. Verification of works completed shall be done in accordance with the individual component/sub component requirements before disbursement of scheme funds. Geo tagging will be done for all possible scheme activities wherever locations can be mapped
 8. The financial and physical targets of the Scheme shall be adhered to, based on funds provided to the Board by Government of India through budget allocation
 9. No deviation from guidelines will be allowed at any stage by the Zonal Office or Field Offices. Clarification regarding components and sub-components of the scheme, if any, shall be sought by the respective Nodal Officer from the Deputy Chairman, Tea Board.
 10. For judicious and timely disbursement of fund, the Deputy Chairman may temporarily reallocate the fund within the same component and from one component to other, not exceeding the approved allocation for the component for the financial year
 11. The entire processing of application, from receipt of applications till disbursement of subsidy, shall be completed within the scheme period (2023-24 – 2025-26) and in no case shall be carried forward/spilled over beyond 31.03.2026.
 12. Tea Board may invite applications in one or more batches, depending on the response and the availability of funds.
 13. All the necessary statutory compliances, as applicable, under Central or State Government Laws, Rules and Regulation shall be obtained by the applicant before submission of application.
 14. The details of allocation under a component shall be made available on the public website of the Tea Board before any application is invited against the component or any of its sub-component. Details of all applications received shall also be made available on the public website of the Tea Board as soon as possible after the specified last date of application, and the status of acceptance/rejection shall also be updated on the website
 15. The applicant must be

- a) Registered with Tea Board or, in the case of small tea growers, have QR Code embedded Identity Card except where Tea Board does not register such entities.
 - b) The applicant Self Help Groups (SHGs) shall preferably be a registered body, in case not registered should have current resolution copy.
 - c) The applicant Farmers Producers' Organization (FPO)/ Farmers Producer Companies (FPC) should be registered as a society / cooperative society/producer company.
 - d) All individual applicants will have to submit the copy of Aadhar and Bank Account details.
16. Applications satisfying all the required conditions and eligibility criteria as specified in modalities will be processed on first come first serve basis. Priority will be given to beneficiaries, who have not availed the benefits under the schemes implemented by the Tea Board in the previous years
 17. Acceptance of the application is only a confirmation towards completion of scrutiny of the application and does not entitle the applicant for financial assistance under the scheme
 18. The Tea Board shall prepare a comprehensive plan for activities to be undertaken under the Tea Promotion and Market Support component and submit for the approval of DoC
 19. Under the component "Tea Promotion and Market Support" promotion campaigns (including digital & social media campaigns) for Indian Tea may be undertaken by Tea Board jointly with the industry stakeholders wherever possible. A committee may be formed by Tea Board including Board officials and external experts for evaluating and finalizing such joint promotion proposals
 20. Applications of persons who resort to making offers, rewards, gifts or any material benefit or any coercion either directly or indirectly, to influence the sanction process shall summarily be rejected. Legal action will be initiated for recovery with applicable interest against applicants who obtain the benefit by willfully furnishing wrong/incorrect information, misrepresentation and suppression of information

C. RECEIPT AND SCRUTINY OF APPLICATION:

1. All applications for availing the schemes shall be submitted by the applicant online at ServicePlus portal.
2. After successful submission of application, an acknowledgement will be generated automatically with unique ID (reference No.). The acknowledgement is a confirmation

towards receipt of application and does not entitle or make the applicant eligible for financial assistance under the scheme.

3. The application will be scrutinized by the Tea Board, and acceptance or rejection of application will be intimated online.
4. Any application incomplete on account of lack of documents confirming such compliances shall be summarily rejected.
5. Wherever inspections/field verifications are required prior to acceptance of application, these inspections will be carried out by officials of Tea Board after receipt of application within a period specified by the Board as part of their service delivery benchmarks in the Citizen Charter. Geo tagged photographs shall be captured by the inspecting officer online, along with the inspection report
6. Post receipt of Inspection report, fulfillment of eligibility criteria and conditions and scrutiny of documents submitted, the status of application will be updated online as accepted or rejected.
7. Acceptance of the application is only a confirmation towards completion of scrutiny of the application and does not entitle the applicant for financial assistance under the scheme.

D. INTIMATION OF COMPLETION OF ACTIVITY

- 1) Within a period as specified under guidelines of individual sub-components, the applicant will upload a completion report online along with supporting documents.
- 2) Upon submission of completion report, the next step of inspection will be proceeded with only if the budget under the sub-component has not been exhausted and government sanction against the budgeted amount has been issued.

E. ISSUANCE OF SANCTION AND DISBURSEMENT

- 1) Basis Inspection report, which will be uploaded online, either a sanction will be accorded to the applicant corresponding to his application or the application will be rejected and the status will be uploaded online. Accordance of such sanction will be subject to availability of funds with Tea Board.
- 2) The beneficiaries to whom the sanction has been accorded will be required to submit a Letter of Undertaking (LoU) as per format provided online, within a period of 07 days of issuance of sanction.

- 3) Upon receipt of LoU from the beneficiary, the process of disbursement of applicable financial assistance as applicable will be initiated by Tea Board and disbursement will be completed within a period of 30 days from the receipt of LoU subject to availability of funds with Tea Board.
-

NOTE: The conditions and process mentioned in points A to D above are general and the component/sub-component wise specific conditions and processes are mentioned in subsequent Sections

In addition to the General Guidelines issued for Implementation of the Tea Development and Promotion Scheme during the remaining period of Fifteenth Finance Commission Cycle” i.e., up to 2025-26, the following **additional general guidelines is issued by Tea Board:**

- a) In the case of differently abled applicants, the minimum degree of disability should be 40% in order to be eligible for any concessions/benefits¹.
- b) All applications must be supported by non-refundable application fees (wherever mentioned).
- c) SC/ST, Female and differently abled person are exempted from application fees. Applicants belonging to SC / ST community shall submit Caste Certificate issued by concerned Authority of State Government.

¹ According to the Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Rules, 1996 notified on 31.12.1996 by the Central Government in exercise of the powers conferred by sub-section (1) and (2) of section 73 of the Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995 (1 of 1996), authorities to give disability Certificate will be a Medical Board duly constituted by the Central and the State Government. The State government may constitute a Medical Board consisting of at least three members out of which at least one shall be a specialist in the particular field for assessing locomotor/Visual including low vision/hearing and speech disability, mental retardation and leprosy cured, as the case may be.

The certificate would be valid for a period of five years for those whose disability is temporary. For those who acquire permanent disability, the validity can be shown as 'Permanent'.

The Director General of Health Services Ministry of Health and Family Welfare will be the final authority, should there arise any controversy/doubt regarding the interpretation of the definition's/classifications/evaluation's tests etc.

- d) In the event of violation of the Tea Act 1953 or any fraudulent activity on part of the applicant, or any non-conformity to scheme guidelines, the applicant shall have to refund the financial assistance/ subsidy along with interest @ repo rate + 5% per annum, and in case of failure to do so, the same shall be recoverable by the Tea Board. Further, such entities shall also be ineligible for assistance under any scheme implemented by Tea Board till the time such recovery is completed and a further period of time not exceeding five years, as may be specified by Tea Board.
- e) The SHGs/FPOs/FPCs having more than or equal to 50% of the members belonging to SC/ST categories are eligible to get the benefit of SC/ST, wherever applicable

खण्ड - II

SECTION - II

घटक और उप-घटक विशिष्ट तौर-तरीके और दिशानिर्देश

**COMPONENT AND SUB-COMPONENT
SPECIFIC MODALITIES AND GUIDELINES**

COMPONENT 1: PLANTATION DEVELOPMENT & QUALITY UPGRADATION

1.1 SUB COMPONENT: SUPPORT TO PLANTATION SECTOR

1.1.1 ACTIVITY: SUPPORT FOR REPLANTATION

A. OBJECTIVE

The objective is to increase the production, especially of orthodox and green tea in the short and long term, through extending financial assistance for replanting of old and senile tea bushes which are more than 50 years old.

B. ELIGIBILITY CRITERIA

In addition to the General guidelines already mentioned in Part A of Section -I, the following is the eligibility criteria for availing assistance under the component:

1. Replanting activity will be considered only for the big tea gardens (area more than 10.12 ha) that are registered with Tea Board India, in all tea growing areas.
2. The minimum age of the tea bushes prior to uprooting must be 50 years as per records available and maintained by the tea estate.
3. Areas where uprooting will be carried out for replanting after the acceptance of application shall be considered for funding under the scheme. In case of insufficient applications, old tea areas uprooted up to 18 months prior to announcement of the scheme may also be considered. The consideration shall be subject to the suitability of soil.
4. Dual manufacturing tea gardens (CTC and Orthodox/ Green Tea) with an average total production of orthodox and / or green tea of at least 15% of the total tea production for preceding 3 calendar years prior to the year of submission of application shall be eligible. The tea estates with dual manufacturing who submit an undertaking for switching over to 100% production of Orthodox/Green tea for succeeding three years shall be given priority.
5. Tea gardens which do not have their own tea factory but supply at least 50% of green leaf to any Orthodox /Green tea factory(ies), would also be eligible.
6. The tea gardens manufacturing only CTC tea or supplying leaves to CTC/dual manufacturing unit are not eligible for the subsidy.
7. The tea gardens producing 100% orthodox tea or green teas are also eligible subject to an increase in value added teas out of their total exports for succeeding years. Preference shall be given to the tea gardens located in Darjeeling Hills fulfilling all other criteria

8. The soil must be tested to be physically and chemically suitable before replantation is commenced. The applicants are therefore, required to get the soil analyzed prior to replanting (soil analysis report to be obtained before commencement of replanting activity) from any one of the Board's approved Soil Testing Laboratories. The list of Tea Board's approved soil testing laboratories is available in the Board's website.
 9. The applicant should not be a defaulter in paying Provident fund. **No Dues certificate** from the concerned PF Authority should be submitted:
 - (a) At the time of submission of application (issued not before 1 month from the date of submission of application)
 - (b) At the time of submission of completion report (issued not before 1 month from the date of completion report) for according sanction and at the time of submission of LoU for the release of 1st instalment of subsidy
 - (c) At the time of intimation for carrying out the 2nd Inspection (issued not before 1 month from the date of intimation) for according sanction and at the time of submission of LoU for the release of 2nd Instalment of subsidy
- Where there are provident fund dues, the application will be accepted only provided it is backed by a Court decree or written consent from the P.F Authorities for allowing the payment of arrear P.F dues in installments alongwith letter from PF Authorities for being regular in instalment payments.
10. For the applicants who are defaulter in the erstwhile loan scheme of Tea Board, the applications will be accepted, however, Tea Board shall have the right to adjust sanctioned amount of subsidy with their outstandings in the erstwhile loan scheme.

C. CONDITIONS

In addition to the General guidelines already mentioned in Part A of Section -I and eligibility criteria mentioned above, the following conditions will need to be fulfilled:

1. The minimum area for uprooting shall not be less than 4 ha, however, in the case of Darjeeling Hills of West Bengal and the States of Himachal Pradesh and Uttarakhand, minimum area will be 1 Ha.
2. Only one application per garden will be entertained in a financial year.
3. Any change in the applied area shall not be permissible after the submission of application. However, the applicant may withdraw an application and submit a fresh application in its place.
4. Post submission of application, an inspection shall be carried out by Tea Board official.
5. For dual manufacturing tea estates, 7% higher production of orthodox tea will have to be achieved in the subsequent year as compared to the average production for the

last 3 Calendar years preceding application year (2021, 2022 and 2023). An undertaking in this regard will be given by the applicant prior to sanction.

6. For tea gardens not having their own tea factory, the incremental increase in supply of tea leaf to orthodox/ green tea manufacturing factories should be 20% higher in the subsequent calendar year as compared to the average production for the last 3 Calendar years preceding application year (2021, 2022 and 2023).
7. Bush population in the replanted area should not be less than 10,000 per Ha.
8. Vacancy percentage in the replanted area at any given point of time should not exceed 5%.
9. Shade status and drainage in replanted area should be as recommended by TRA in "The Planters Handbook" and UPASI in Guidelines on Tea Culture in South India"
10. The applicant tea garden should be PPC compliant.
11. The applicants shall use minimum 70% of planting materials that are suitable for manufacturing orthodox tea for undertaking the replanting activity chosen from the list provided by Tea Board (Annexed).
12. The parameters of the soil analysis report shall be in accordance with the TRA in their "The Planters' Handbook" for North and North-east, West Bengal, Sikkim and Bihar and UPASI in Guidelines on Tea Culture in South India" for entire South India.
13. The completion report after replanting will have to be uploaded with all the prescribed documents not later than 28.02.2025.
14. In the event of actual area replanted being less than that for which the application was submitted, financial assistance will be restricted to the extent of area actually replanted subject to fulfilling the minimum area specified in this document.

D. SUBMISSION OF APPLICATION

The last date for submission of application under this activity shall be as specified by Tea Board.

Application shall be submitted only online and the following information/documents are to be uploaded online with the application

1. Copy of tea garden/estate registration issued by Tea Board India.
2. Age of tea bushes proposed to be uprooted & replanted.
3. Proposed dates/dates of commencement and completion of uprooting.
4. Proposed dates/dates of commencement and completion of replanting.
5. Details of planting material proposed to be used for replanting including the names of clones/seedlings and their numbers.
6. Total production along with breakup of orthodox, green and CTC tea production for the period preceding three years from the year of application.

7. The garden that does not have its own manufacturing unit shall submit a Declaration (on their letter head) that their garden is supplying green leaves only to 100 % orthodox tea manufacturing units. A declaration from such 100 % orthodox tea manufacturing unit confirming such procurement shall also be uploaded.
8. For an application to be considered on priority, an undertaking by the gardens with dual manufacturing units towards switching over to manufacturing of 100 % Orthodox/green tea in succeeding three years from the year of application.
9. Copy of current soil analysis report (dated not before one month from the date of application) from Board's approved laboratory with pH and organic carbon values.
10. Self-declaration on PPC compliance.
11. Self-certified full garden map drawn to a scale 4" scale a mile clearly demarcating the area proposed to be uprooted in red colour.
12. No dues certificate from Provident Fund Authority (dated not before 1 month from the date of submission of application).
13. Court decree or written consent from the P.F Authorities for allowing the payment of arrear P.F dues in installments, if applicable
14. Bank account details with cancelled cheque.
15. Any other documents as mentioned in the online application portal.

E. APPLICATION FEES

Non-refundable fees of Rs.5000/-+ applicable GST

F. SCRUTINY OF APPLICATION:

Pre-approval Inspection:

In addition to the points already mentioned in Part B of Section -I, the following will be applicable.

1. On submission of the application, an Inspection will be carried out by Tea Board officials within 14 days of the receipt of application. A satisfactory inspection report will be required for acceptance of application.
2. Post receipt of Inspection report, fulfillment of eligibility criteria and conditions and scrutiny of documents submitted, the status of application will be updated online as accepted or rejected.
3. No claim or guarantee for disbursement against an accepted will arise at the stage of acceptance, unless the sanction order is issued against the application.

G. INTIMATION REGARDING COMPLETION OF ACTIVITY

In addition to the points already mentioned in Part C of Section -I, the following shall be applicable.

Accepted applicants shall submit completion report online not later than 28.02.2025 along with the following information/documents:

- a) Dates of commencement and completion of uprooting
- b) Dates of commencement and completion of replanting
- c) Survey Map of the replanted area drawn by Govt. approved Surveyors or Patwari or Karnam or Mandal (Village Revenue Officer) drawn to a scale 16" scale to a mile along with a full garden map clearly demarcating the area replanted in green colour.
- d) The survey map should have the a) Period of survey (b) A/c Year c) Nature of activity d) Date of issue and issue number of the map (e) Signature & seal of the Surveyor (f) Section number with actual areas in ha., covered under replanting excluding drains, roads, etc.
- e) Soil amelioration undertaken (wherever applicable) with inputs applied as per soil analysis report.
- f) Details of planting materials used for replanting (number of plants used for each clones/seed etc.) for justification that the planting materials are from the approved list suitable for orthodox/green tea manufacturing.
- g) Copy of No dues certificate obtained from the P.F Authority issued not before one month from the date of submission of completion report.

H. ISSUANCE OF SANCTION AND DISBURSEMENT OF FIRST INSTALMENT

In addition to the points already mentioned in Part C and D of Section – I, the following will be required:

1. Upon submission of completion report, the next step of inspection will be proceeded with only if the budget under the sub-component has not been exhausted and government sanction against the budgeted amount has been issued.
2. Inspection will be carried out by the respective field office within 14 days from the date of submission of completion report and relevant documents.
3. A satisfactory inspection report will be required for issuance of sanction. The Inspection report should cover parameters like date of commencement and completion of activity, planting materials, spacing, health of the tea bushes, vacancy

%, shade status, drainage, geo-tagging, uploading site photographs, extent of area replanted etc., as per the online inspection format.

4. Post receipt of Inspection report, the sanction will be accorded online within 14 days from the receipt of inspection report and the applicant will be required to upload the Letter of Undertaking (LoU) in prescribed format within 07 days
5. After uploading the LoU, the payment of 1st installment of financial assistance will be released not later than 31.03.2025 as per the procedure prescribed by Government of India.

I. DISBURSEMENT OF SECOND INSTALMEMENT

1. Current copy of No dues certificate obtained from the P.F Authority along with a request for inspection shall be submitted online by the applicant on completion of 09 (Nine) months of replanting.
2. Inspection will be carried out within 14 days from receipt of the request for inspection along with the required documents.
3. A satisfactory inspection report will be required for issuance of sanction of 2nd Instalment of financial assistance. The Inspection report should cover parameters on upkeep and maintenance of the replanted area such as health of the tea bushes, vacancy percentage, geo-tagging, shade status and documentary proof for Incremental production of orthodox/green tea as per the online format.
4. Post receipt of Inspection report, a sanction for release of 2nd instalment will be accorded online within 14 days from the receipt of inspection report and the applicant will be required to upload the Letter of Undertaking (LoU) in prescribed format within 07 days.
5. After uploading the LoU, the payment of 2nd installment of financial assistance will be released within 30 days but not later than 31.03.2026 as per the procedure prescribed by Government of India.

J. SCALE OF ASSISTANCE

Total financial assistance @ 25% of unit cost of Rs. 10.00 lakhs per ha, that is @ Rs.2.50 Lakhs/hectare.

1st installment @60% is Rs 1.50 Lakh per Ha

2nd installment @ 40% is Rs 1.00 Lakh per Ha., after 9 months from date of completion of replanting.

Annexure – 1
PROSPECTIVE PLANTING MATERIALS SUITABLE FOR MANUFACTURING
ORTHODOX / GREEN TEA

Area	Orthodox/ Green tea
Assam	TV1, TV2, TV3, TV4, TV6, TV7, TV11, TV12, TV13, TV15, TV17, TV21, TV33, TV35 S3A3, Teenali 17, Panitola 126, T3E3, TV14, TV16, TTRI 1, TTRI2, TV35, TS 491, N436, TS 589, TSS1, R 94, Rydak 2, TRA/DP36, TRA HK2214, JTCL 200, HC311, MM120
Cachar	TV1, S3A3, Teenali 17, TV14, TV 16, TV17, TS 491, TSS1
Dooars	TV1, TV17, S3A3, Teenali 17, Panitola 126, TV14, TV16, TTRI 1, TRA/DP36, TV35, TS 491, TS 589, TSS1, TRA HK2214
Terai	TV1, TV17, S3A3, Teenali 17, TV14, TV16, TTRI 1, TRA/DP36, TRA/SNT 8, TRA/SNT 10, TV35, TS 491, TS 589, TSS1
Darjeeling	AV2 (Balai), Phoobsering 312, Bannockburn 157, Bennockburn 668, Teestavally 1, TS 569
Bihar	Teenali 17, TV14, TV16, TTRI 1, TRA/DP36, TV35, TS 491, TS 589
South India	CR 6017, TRF 4, UPASI 3
Himachal Pradesh & Uttarakhand	AV 2, TS 569, PB 312, CP 1, Sundaram, RR 14

Apart from the list provided, if any other clones have been claimed and used as prospective planting material suitable for manufacturing of orthodox/ green tea, a recommendation letter from TRA/ UPASI/IIHBT- Palampur /DTR&DC may be provided at the time of application for consideration

ANNEXURE – 2

LIST OF APPROVED SOIL TESTING LABORATORIES OTHER THAN TRA / UPASI / DTRDC, TEA BOARD, QUALITY CONTROL LABORATORY, TEA BOARD

1. Regional Research Laboratory, Jorhat.
2. Assam Agricultural University, Jorhat.
3. IHBT, Palampur.
4. Himachal Pradesh Krishi Vishwavidyalaya, Palampur.
5. North Bengal University, Siliguri.
6. Darjeeling Tea Research & Management Association, Siliguri
7. Tamil Nadu Agriculture University, Coimbatore.
8. University of Agricultural Science, Bangalore.
9. Kerala Agriculture University, Vellanikkara, Trichur.
10. Bhowali Soil Laboratory, Nainital
11. Neoland Technologies, Assam
12. State Agriculture Department Laboratories

ACTIVITY 1.1.2: ASSISTANCE FOR RAISING NURSERY WITH RECOMMENDED QUALITY CULTIVARS

A. OBJECTIVE

To encourage entrepreneur / STG / Start -ups / SHGs / FPOs / FPCs to take up tea nursery as a remunerative business activity so as to increase the availability of good Orthodox cultivars among the stakeholders. This will help in providing quality planting material and thereby increasing the overall production, productivity and quality of tea.

B. ELIGIBILITY CRITERIA

In addition to the General guidelines already mentioned in Part A of Section – I, the following will be applicable

- 1) Any individual entrepreneur/ STG / Start -ups / SHGs / FPOs / FPCs will be eligible for financial assistance for raising nursery of orthodox cultivars for the purpose of sale.
- 2) Nursery plants raised more than three months prior to submission of application shall not be considered.
- 3) Only one application will be considered in each financial year.
- 4) The standards of the tea nursery should conform to the standards and recommendations of TRA in “The Planters’ Handbook” and UPASI in Guidelines on Tea Culture in South India”

C. CONDITIONS

In addition to the General guidelines points already mentioned in Part A of Section – I, the following will be applicable

- 1) The clones / seedlings raised in nursery and sold must conform to the list of varieties preferred for production of orthodox tea.
- 2) Immature/ diseased / weak / damage /unapproved planting materials shall not be considered for the grant of financial assistance.
- 3) The minimum and maximum number of plants that can be considered for financial assistance under this activity for individuals shall be 30,000 plants and 3,00,000 plants, respectively, in any financial year
- 4) The minimum and maximum number of plants that can be considered for assistance for a nursery raised by group like SHG / FPO / FPC is 50,000 plants and 5,00,000 plants, respectively, any financial year
- 5) The age of the nursery plants for the sale should be 09 months to 12 months as on the date of sale

D. SUBMISSION OF APPLICATION

In addition to the General guidelines points already mentioned in Part A and B of Section – I, the following shall be applicable.

Application will have to be submitted online along with the following documents

- 1) List of Orthodox Tea cultivars and its numbers (VP clones, grafted plants and seedlings) raised in nursery.
- 2) Proposed dates of planting cuttings / sowing seeds/ grafting.
- 3) Documentary evidence regarding source of propagating materials that are outsourced.
- 4) Copy of Bank account details/Pass book/ Cancelled cheque of the applicant.
- 5) QR Code numbers of the members of SHG / FPO / FPC.

E. APPLICATION FEES

Rs.1000 (Rupees One thousand only) Plus applicable GST (SC, ST, female and differently abled persons are exempted)

F. SCRUTINY OF APPLICATION

The points already mentioned in Part B of the Section -I shall be followed for scrutiny.

Upon fulfillment of eligibility criteria and conditions and scrutiny of documents submitted, the status of application will be updated online as accepted or rejected.

G. INTIMATION REGARDING COMPLETION OF ACTIVITY

The applicant has to submit the completion report online within 12 months from the date of submission of application. But not later than 01.01.2026 This should include raising plants and confirmation of its sale. The following documents should be uploaded along with the completion report.

- 1) Total numbers of nursery plants raised with their numbers and with variety (VP Clones/seedlings/grafting).
- 2) Dates of planting the propagating materials.
- 3) Photographs of the site with ready plants.
- 4) Proposed date of sale.

H. ISSUANCE OF SANCTION AND DISBURSEMENT

In addition to the points already mentioned in Part C and D of Section – I, the following will be applicable

- 1) Upon submission of completion report, the next step of inspection will be proceeded with only if the budget under the sub-component has not been exhausted and government sanctions against the budgeted amount has been issued
- 2) Inspection will be carried out by the respective field office within 14 days from the date of submission of completion report and relevant documents
- 3) A satisfactory inspection report will be required for issuance of sanction. The Inspection report should cover parameters like total numbers of nursery plants raised with varieties suitable for orthodox tea manufacturing, health of the plants, age of the ready plants, free from diseases and pest, geo-tagging, uploading site photographs, and upkeep and maintenance of the nursery as per the online inspection format.
- 4) Post receipt of Inspection report, the sanction will be accorded online within 14 days from the receipt of inspection report.
- 5) Post issue of sanction, the applicant will be required to confirm sale of the plants within a period of 30 days but not later than 28.02.2026 and the applicant will be required to upload the following documents
 - i. Copy of Original Bills, challans, invoices and money receipts in the name of the purchaser
 - ii. Undertaking from the end user testifying that the all the plants are received in good and healthy condition and will be used for planting
 - iii. Letter of Undertaking (LoU) in prescribed format
- 6) After uploading of the above documents and their scrutiny by Tea Board officials, the payments will be released within a period of 30 days as per the procedure prescribed by Government of India.

I. SCALE OF ASSISTANCE

@ Rs. 5/- per plant raised in and sold by the nursery.

NB. List of cultivars/propagating materials/planting materials is annexed under Component 1.1.1.

1.2. SUB COMPONENT: SUPPORT TO SMALL TEA GROWERS

1.2.1 ACTIVITY: FEDERATING THE SMALL TEA GROWERS –ASSISTANCE TO SELF-HELP GROUPS (SHGs)

A. OBJECTIVE

The objective is to organize the small tea growers through formation of informal SHGs and FPOs/FPCs with a view to give them greater voice in the tea value chain.

B. ELIGIBILITY CRITERIA

In addition to the General guidelines already mentioned in Part A of Section – I, the Self-Help Groups to be assisted under the Sub-Component shall consist of a minimum 15 members of small tea growers without any restriction of command area under tea.

C. CONDITIONS

1. The SHG should have two bank accounts in its name, one for operating the Revolving Corpus Fund and the other for maintaining the transactions of financial assistance other than revolving corpus fund
2. The revolving corpus fund will be utilized for procurement of inputs during the course of the year and should be topped up through contribution by members to its original value at the close of each financial year. The Revolving Corpus Fund will be made available to SHG for one time assistance only.
3. The transactions of the Revolving Corpus Fund will be uploaded at Board's website at the end of each financial year
4. The procurement of machinery items shall be done from authorized dealers of the manufacturers of the items.
5. SHGs must have monthly meetings of its members and minutes of such meeting shall be recorded and maintained
6. One Board's official/representative shall attend the meetings of the Management Committee of the SHGs which shall be held regular on a monthly interval as an invitee. The Board's official/ representative shall act as a mentor in formation of the group, its daily working and guiding the group eventually to become Farmers Producer Organization/Company.
7. Procurement of applied items (machineries) to be assisted under the sub-component shall be commenced by the SHGs only after acceptance of application.

D. FORMATION OF SHGs & SUPPORT

Handholding support of the small tea growers for formation of SHGs, for which Tea Board may engage Community Building Organization (CBO) using its financial resources.

E. SUBMISSION OF APPLICATION

In addition to the General guidelines points already mentioned in Part A and B of Section – I, the following will be applicable

- 1) List of members, along with their QR card number and tea area [in their letter-head]
- 2) Average quantity of green leaf handled per day (average of peak season) by the SHG
- 3) Declaration for PPC compliance
- 4) Copy of current resolution of the SHG indicating the names of the office bearers
- 5) Quotation of the items from authorized dealer/supplier
- 6) Self-declaration regarding upkeep and maintenance of the machinery stating it will be done by the SHG at its own cost.
- 7) Copy of Bank accounts / Pass book/ Cancelled cheque
- 8) Copy of Caste Certificate of members, in case of SC / ST issued from concerned authority
- 9) Self-Declaration that the items proposed to be procured by SHGs under the scheme cannot be sold for a minimum period of five years from the date of receipt of financial assistance

F. APPLICATION FEES

Rs. 500 (Rupees five hundred only) Plus applicable GST (Except for SC, ST, female)

G. SCRUTINY OF APPLICATION

In addition to the points already mentioned in Part B of Section -I, the following will be applicable

Upon fulfillment of eligibility criteria, conditions and scrutiny of documents submitted, the status of application will be updated online as accepted or rejected within 7 days.

H. INTIMATION REGARDING COMPLETION OF ACTIVITY

The applicant has to submit the completion report online within 30 days from the date of submission of application together with following documents:

1. Copy of the Original Bills / Tax invoice from the supplier/dealer
2. Copy of the original money receipt from the supplier/dealer

3. Certificate that the machinery has been received in good condition

I. ISSUANCE OF SANCTION AND DISBURSEMENT

In addition to the points already mentioned in Part C and D of Section – I, the following will be applicable

- 1) Inspection will be carried out by the respective field office within 14 days from the date of submission of completion report and relevant documents.
- 2) A satisfactory inspection report will be required for issuance of sanction. The Inspection report should cover parameters like physical inspections of the items procured, bills, challans and money receipt, geo-tagging, uploading site photographs, and upkeep and maintenance of the machineries as per online inspection format.
- 3) Post receipt of Inspection report, the sanction will be accorded online within 14 days from the receipt of inspection report and the applicant will be required to upload the Letter of Undertaking (LoU) in prescribed format within 07 days.
- 4) After uploading the LoU, the payment of financial assistance will be released within 30 days as per the procedure prescribed by Government of India.

J. SCALE OF ASSISTANCE

The scale of assistance for the items that would be provided to SHG will be as follows:

SI No.	Item	Scale of assistance (Rs)	Other eligibility /Ceiling
1.	Revolving Corpus Fund (RCF)	Rs. 2,500 per ha subject to the ceiling of Rs. 25,000 per SHG.	One-time Revolving Corpus Fund is for purchase of inputs including fertilizers, Plant Protection Formulations (PPFs), sticky traps, solar powered equipment and light traps. Any expenditure to be charged to revolving corpus shall be incurred only with the prior approval of the Board's Official attached to the SHG for which the proposal must have the endorsement of the Management Committee. The Management Committee will ensure suitable reimbursement from the members to the Revolving Corpus Fund against the amount spent by the SHG for purchase of inputs, for topping up and maintenance of the corpus fund on completion of each financial year.
2.	Weighing scale	Ceiling limit of Rs. 4,000 per scale	2 numbers per SHG
3.	Plastic crate	Ceiling limit of Rs 400 per crate	1 Crate for each 20 Kgs of green leaf handled per day. For HP and UKD (hilly areas) and Darjeeling/Kalimpong Hills: 8-10 kgs green leaf/day.

SI No.	Item	Scale of assistance (Rs)	Other eligibility /Ceiling
4.	Plastic plucking basket	Ceiling limit of Rs 300 per plastic plucking basket	1basket for each 20 Kgs of green leaf handled per day. For HP and UKD (hilly areas and Darjeeling/Kalimpong Hills: 8-10 kgs. green leaf/day.
5.	Nylon bag	Ceiling limit of Rs. 100 per nylon bag	1bag for each 15 kg of green leaf handled per day. For HP and UKD (hilly areas) and Darjeeling/Kalimpong Hills: 8-10 kgs green leaf/day.
6.	Pruning machine	Ceiling limit of Rs.40,000 per pruning machine	1 Pruning Machine for each SHG up to 10 ha of tea area.
7.	Mechanical harvester	Ceiling limit of Rs.25,000 for Single Man Harvester or Rs 40,000 for Double men harvester	1 Harvesting Machine for each SHG up to 5.0 Ha.in case of single man harvester and 10.0 ha.in case of double man harvester.
8.	Power sprayer	Ceiling limit of Rs.15,000 per power sprayer	1 Power sprayer for each SHG up to 5.0 ha of tea command area.
9.	Brush cutter	Ceiling limit of Rs. 30,000 per brush cutter.	1 Brush cutter for each SHG up to 10.0 ha of tea area.
10.	Plucking shear	Ceiling limit of Rs.550 per plucking Shear	1 plucking Shear for each 0.40 ha of tea area.

NB.1 Individual small tea growers belonging to Scheduled Caste and Schedule Tribe are eligible for the financial assistance at par with SHGs only for the items SI.No.3 (Plastic crate), 4 (Plastic plucking basket), 5 (Nylon bag) SI.No 7 Mechanical Harvester ,SI.No 8 Power Sprayer, and SI.No.10 (plucking shear) .

NB.2. For SHG if 50% of the members are from SC/ST the SHG will be eligible for assistance under SCSP/TASP

1.2.2 ACTIVITY: ORGANIZING THE SMALL GROWERS – ASSISTANCE TO FARMER PRODUCERS ORGANIZATIONS (FPOs)/COMPANIES (FPCs)

A. OBJECTIVE

To organize the small tea growers into Producer Organizations (FPOs) and Producer Companies (FPCs) to address the challenges faced by the small tea growers' sector, improved access to investments, technology, inputs and markets and moving them higher into value chain. This will enhance the production, productivity, profitability of the small tea growers (in the participating FPOs/ FPCs) and improving quality of tea produced in various tea growing regions across the country.

The services that FPO /FPC needs to provide include the various aspects of cultivation (field inputs, cultivation techniques and processing knowhow in factory) along with helping them in getting market access. In addition, the FPOs/FPCs should allow the member of FPOs/ FPCs (or the member small growers) to use the common infrastructure for transportation, weighing, processing, packaging, value addition, storage and any other logistics facilities which are essential in the tea value chain. Apart from that, the FPOs/FPCs should also act as agents for knowledge dissemination about various aspects of tea cultivation, processing and marketing.

B. ELIGIBILITY CRITERIA

In addition to the General guidelines already mentioned in Part A of Section – I, the following will be applicable

- 1) The number of small tea grower members shall be minimum 50, however, there will be no restriction on the maximum number of members or the command area. If the number of members in any FPOs increased by 150, the same may be converted to FPCs as per the guidelines applicable under Indian Companies Act, 2013
- 2) All members of the FPOs / FPCs must have the QR card issued by Tea Board.
- 3) Caste certificate of the members belonging to SC/ST, wherever applicable.
- 4) SHGs satisfying the minimum criteria of members may be converted to FPOs or FPCs as the case may be.

C. CONDITIONS

- 1) The FPOs/FPCs should have two bank accounts in its name, one for operating the Revolving Corpus Fund and the another for maintaining the transactions of financial assistance other than revolving corpus fund
- 2) The revolving corpus fund will be utilized for procurement of inputs during the course of the year and should be topped up through contribution by members to its original

value at the close of each financial year. The Revolving Corpus Fund will be made available to FPOs/ FPCs as a one-time assistance only.

- 3) The transactions of the Revolving Corpus Fund will be uploaded at Board's website at the end of each financial year
- 4) The FPOs / FPCs should be PPC compliant
- 5) The procurement of items shall be done from authorized supplier/dealers
- 6) Leaf carriage vehicle procured or leaf shed constructed under this sub-component should be registered in name of FPOs / FPCs clearly mentioning "Financial Assistance from Tea Board under Tea Development and Promotion Scheme" and "Year of Assistance".
- 7) Procurement of applied items (machinery)/Civil works shall be commenced only after acceptance of application
- 8) The items received by FPOs / FPCs under the sub-component cannot be sold for a minimum period of 5 years from the date of receiving the items
- 9) Only one application will be considered in each financial year. However, FPOs/FPCs can apply for those items that were not covered in 1st application.
- 10) One Board's official/representative shall attend the meetings of the Management Committee of the FPOs which shall be held regularly on a monthly interval as an invitee. The Board's official/ representative shall act as a mentor in formation of the group, its daily working and guiding the group eventually to become Farmers Producer Organization/Company.

D. FORMATION OF FPOs/FPCs & SUPPORT

Handholding support of the small tea growers for formation of FPOs/FPCs, for which Tea Board may engage Community Building Organization (CBO) using its financial resources.

E. SUBMISSION OF APPLICATION

Application shall be submitted online and the following information/documents are to be uploaded online with the application

- 1) Copy of the Registration Certificate of the FPO / FPC
- 2) List of members, along with their QR card number with tea area [lists in letter Head]
- 3) Quantity of green leaf handled per day [average of peak season] by the FPO / FPC
- 4) Self-declaration on PPC compliance
- 5) Copy of current resolution of the FPO / FPC indicating the names of the office bearers
- 6) Quotation of the proposed items/machinery/Leaf Carriage Vehicle as the case may be from authorized supplier/dealer

- 7) Quotation / estimates for civil work certified by any Government approved civil engineer
- 8) Self- Declaration regarding upkeep and maintenance of the machinery will be done by the FPO / FPC at its own cost.
- 9) Copy of Bank accounts / Pass book/ Cancelled cheque
- 10) Caste certificate of members in case of SC / ST
- 11) Declaration that items received by any FPO / FPC under the scheme cannot be sold for a minimum period of five years from the date of receipt of financial assistance

F. APPLICATION FEES

Rs. 500 (Rupees five hundred only) plus applicable GST (Except for SC, ST, female]

G. SCRUTINY OF APPLICATION

In addition to the points already mentioned in Part B of Section -I, the following will be applicable

- a) On submission of the application, an Inspection will be carried out by Tea Board officials within 14 days of the receipt of application, wherever civil works is involved. A satisfactory inspection report will be required for acceptance of application.
- b) Post receipt of Inspection report, fulfillment of eligibility criteria and conditions and scrutiny of documents submitted, the status of application will be updated online as accepted or rejected.
- c) The cases where no civil work is involved, the status of the application will be updated basis fulfillment of eligibility criteria and conditions and scrutiny of documents submitted

H. INTIMATION REGARDING COMPLETION OF ACTIVITY

The applicant has to submit the completion report online within 30 days from the date of submission of application where no civil work is involved and 60 days where civil work is involved, together with following documents:

1. Copy of the Original Bills / Tax invoice from the supplier/dealer
2. Copy of the original money receipt from the supplier/dealer
3. Certificate that the machinery/items/leaf carriage vehicle has been received in good condition
4. Cost incurred for civil works duly certified by Civil Engineer
5. Copy of registration in case of leaf carriage vehicle

I. ISSUANCE OF SANCTION AND DISBURSEMENT

In addition to the points already mentioned in Part C and D of Section – I, the following will be required

- 1) Inspection will be carried out by the respective field office within 14 days from the date of submission of completion report and relevant documents.
- 2) A satisfactory inspection report will be required for issuance of sanction. The Inspection report should cover parameters like physical inspections of the items procured, bills, challans and money receipt, geo-tagging, uploading site photographs, and upkeep and maintenance of the machineries/items/leaf carriage vehicle/leaf-shed as per online inspection format.
- 3) Post receipt of Inspection report, the sanction will be accorded online within 14 days from the receipt of inspection report and the applicant will be required to upload the Letter of Undertaking (LoU) in prescribed format within 07 days
- 4) After uploading the LoU, the payment of financial assistance will be released within 30 days as per the procedure prescribed by Government of India

J. SCALE OF ASSISTANCE

Sl. No.	Item	Scale of assistance	Other eligibility /ceiling
1	Revolving Corpus Fund (RCF)	Rs. 2,500 per Ha. with a ceiling limit Rs. 3,00,000 per FPO/FPC	One-time Revolving Corpus Fund is for purchase of inputs including fertilizers Plant Protection Formulations (PPFs), sticky traps and light traps and solar equipment. Any expenditure to be charged to revolving corpus shall be incurred only with the prior recommendation of the Board's Officer attached to the FPO /FPC for which the proposal must have the endorsement of the Management Committee. The Management Committee will ensure suitable reimbursement from the members to the Revolving Corpus Fund against the amount spent by the FPO / FPC for purchase of inputs, for topping up and maintenance of the corpus fund on completion of each financial year.
2	Storage godown and office	Ceiling limit of Rs. 1,00,000 per FPO/FPC	1 unit for each FPO/FPC
3	Leaf collection shed	100% of actual cost subject to ceiling limit of Rs.75,000 per shed	1 for every 1500 Kgs per day of green leaf handling (average of peak season) per FPO/FPC. For H.P. and Uttarakhand (hilly areas) and Darjeeling/Kalimpong Hills, 800 -1000 kgs and 400 -500 kgs, respectively.

Sl.No.	Item	Scale of assistance	Other eligibility /ceiling
4	Weighing scale	100%of cost subject to ceiling limit of Rs.4,000 per scale	Ceiling limit of 5 Weighing scales per FPO/FPC
5	Plastic crate	Ceiling limit Rs 400 per crate	1 Crate for each 20 Kgs of green leaf handled per day. For H.P. and Uttarakhand (hilly areas) and Darjeeling/Kalimpong Hills: 8 -10 kgs, respectively.
6	Plastic pluckingbasket	Ceiling limit of Rs.300 per plastic plucking basket	1 basket for each 20 Kgs of green leaf handled per day. For H.P. and Uttarakhand (hilly areas) and Darjeeling/Kalimpong Hills: 8 -10 kgs, respectively.
7	Nylon bag	Ceiling limit Rs.100 per nylon bag	1 bag for each 20 Kgs of green leaf handled per day.
8	Pruning machine	Ceiling limit Rs. 40,000 per pruning machine	1machine for each FPO/up to10 ha of tea command area.
9	Mechanic al harvester	ceiling limit of Rs.25,000 for Single Man Harvester or Rs 40,000 for Double man Harvester	1 Harvesting Machine for each FPO/up to 5 ha in case of single man harvester &10 ha in case of double man harvester.
10	Power sprayer	Ceiling limit Rs.15,000 per power sprayer	1 for each FPO/ up to 5.00 ha of tea command area.
11	Leaf carriage vehicle	50% for leaf carriage vehicle with ceiling of Rs.7,50,000 per vehicle.	1 leaf carriage vehicle for every 1,500 Kgs of green leaf handled per day (average of peak months). In case of Himachal Pradesh/ /Non-traditional area ,1 leaf carriage vehicle for every 800 Kgs of green leaf handled per day (average of the peak months) will be considered. In case of Darjeeling & Kalimpong districts of W.B, 1 leaf carriage vehicle for every 400 Kgs of green leaf handled per day (average of the peak months) will be considered. For UKD, 400kgs. Vehicle if already granted in previous plan period, will be granted only, if the vehicle has completed minimum 7 years and is condemned by the concerned department.
12	Computer & Printer	Ceiling limit Rs. 70,000 per computer and printer	1set (computer & printer with peripherals)
13	Plucking shear	Ceiling limit Rs. 550 per plucking shear	1 for each 0.40 ha of tea area.
14	Brush cutter	100% of actual cost subject to Ceiling limit Rs.30,000 per brush cutter	1 for each FPO/ up to10.00ha of tea command area.
15	Cost of Registration	100% of actual cost subject to Ceiling limit of Rs.40,000 per FPO/FPC	For registration / incorporation of the FPO/FPC

For FPO/FPC if 50% of the members are from SC/ST the SHG will be eligible for assistance under SCSP/TASP

1.2.3 ACTIVITY: SETTING UP OF NEW MINI TEA UNIT BY SHG / FPO / FPC FOR PRODUCTION OF ORTHODOX, GREEN AND SPECIALTY TEAS

A. OBJECTIVE

To achieve the goal of setting up of mini tea manufacturing units (Atma Nirbhar) through SHGs/FPOs/FPCs and their federating units for manufacture of inter alia Orthodox, Green and Specialty tea.

B. ELIGIBILITY CRITERIA

In addition to the General guidelines already mentioned in Part A of Section – I, the following will be applicable

Applicants have to be SHGs/ FPOs or FPCs who propose to set up mini tea factory for production of Orthodox or Green tea or specialty tea.

C. CONDITIONS

- 1) Only one application by an SHG/FPO or FPC will be considered in a financial year.
- 2) Financial assistance shall not be allowed for any machineries, if imported under the Export Promotion Capital Goods Import (EPCG) scheme.
- 3) The assistance will not be allowed for installation of old machineries.
- 4) Mini tea factory cannot be sold or ownership transferred, leased or sub-leased for a period of 08 years after receipt of financial assistance from Tea Board.
- 5) The setting up of new Mini Tea Factory shall be completed within 270 days from submission of the application including obtaining the TMCO Certificate
- 6) Declaration that the SHG/FPOs/FPCs will use green leaf produced from their members only

D. SUBMISSION OF APPLICATION

In addition to the General guidelines already mentioned in Part A and B of Section – I, the following will be applicable

- 1) Copy of FPOs/FPCs registration.
- 2) List of members with QR code.
- 3) Copy of current resolution with the name of the office bearer.
- 4) List of proposed machineries to be procured & installed.
- 5) Quotation of the machineries proposed to be procured and installed.
- 6) Quotation of civil works duly certified by any government approved civil engineer/chartered engineer.

- 7) Self-declaration that the machineries proposed to be installed will not be covered under Export Promotion Capital Goods Import (EPCG).
- 8) Details of Bank account/copy of cancelled cheque.
- 9) Self-declaration for FSSAI and PPC compliance.
- 10) Caste certificate of the members for SC/ST for availing the benefits of SCSP/TASP.

E. APPLICATION FEES

Rs.1000/- (Rupees one thousand only) Plus applicable GST, Female, and SC / ST applicants exempted.

F. SCRUTINY OF APPLICATION

- 1) On submission of the application, an Inspection will be carried out by Tea Board officials within 14 days of the receipt of application. A satisfactory inspection report will be required for acceptance of application.
- 2) Post receipt of Inspection report, fulfillment of eligibility criteria and conditions and scrutiny of documents submitted, the status of application will be updated online as accepted or rejected.

G. INTIMATION REGARDING COMPLETION OF ACTIVITY

In addition to the points already mentioned in Part C of Section -I, the following will be applicable

The applicant has to submit the completion report within 07 days from the date of obtaining the "Certificate" under Tea (Marketing) Control (Amendment) Order, 2017 (TMCO) for Mini Tea Factory but not later than 270 days from the date of submission of application

- 1) Copy of certificate obtained under TMCO.
- 2) Copy of the Original Bills / Tax invoice/Money Receipt/freight charges/ packaging charges.
- 3) Statement of expenditure incurred on civil works duly certified by any Government approved Civil Engineer/Chartered Engineer.
- 4) List of machineries installed.
- 5) Good condition certificate [Self Declaration].
- 6) Copy of FSSAI registration/License.

H. ISSUANCE OF SANCTION AND DISBURSEMENT

In addition to the points already mentioned in Part C and D of Section – I, the following will be applicable

- 1) Upon submission of completion report, the next step of inspection will be proceeded with only if the budget under the sub-component has not been exhausted and government sanctions against the budgeted amount has been issued
- 2) Inspection will be carried out by the respective field office within 14 days from the date of submission of completion report and relevant documents
- 3) A satisfactory inspection report will be required for issuance of sanction. The Inspection report should cover parameters like details of machineries installed, civil works undertaken, bills, challans and money receipt, geo-tagging, uploading site photographs, upkeep and maintenance of the machineries, quality of raw materials and final product as per online inspection format.
- 4) Post receipt of Inspection report, the sanction will be accorded online within 14 days from the receipt of inspection report and the applicant will be required to upload the Letter of Undertaking (LoU) in prescribed format within 07 days
- 5) After uploading the LoU, the payment of financial assistance will be released within 30 days as per the procedure prescribed by Government of India

I. SCALE OF ASSISTANCE

1. Financial assistance @ 40% of the actual cost incurred on machinery and civil works, subject to ceiling limit of Rs 33.00 lakhs per factory (excluding land cost). Insurance /Freight Charge/Packaging charge shall be eligible subject to submission of valid supporting documents.
2. In case of SC/ ST applicants, financial assistance @ 50% of the actual cost incurred on machinery and civil works, subject to ceiling limit of Rs 50.00 lakhs per factory (excluding land cost).

1.2.4 ACTIVITY: ANNUAL AWARDS FOR SHG / FPO – 1ST, 2ND, 3RD CATEGORIES OF AWARDS IN 4 REGIONS PER YEAR

A. OBJECTIVE

To encourage and recognize the best performing SHGs and FPOs, region wise annual awards in North East, North West including Himachal Pradesh and Uttarakhand, West Bengal and Bihar and South India will be considered. The awards are aimed at encouraging the attainment of excellence in the functioning of SHGs and FPOs, for a vibrant small tea growers' sector.

B. IMPLEMENTATION

In order to showcase the achievements of the awardee SHGs and FPOs, the awards will be given at a Public Function

Tea Board will carry out the assessment of the SHGs and FPOs through formation of a committee comprising officers of Tea Board and Stakeholders.

Uniform format for evaluation of the assessment of the SHGs and FPOs will be followed considering different parameters for selection of the awardees

C. SANCTION AND DISTRIBUTION

The sanction of fund towards distribution of award will be done following internal accounting procedure of approvals as per GFR. The amount will be released to the winners/awardees as per the procedure prescribed by Government of India and the list of awardees will be uploaded in Board's website

D. SCALE OF AWARD

Annual award will be given to the first, second and third best performing SHGs and FPOs in each region @ Rs.1,00,000.00, Rs. 50,000.00 and Rs.30,000.00, respectively

1.2.5 ACTIVITY: SOIL TESTING FOR INDIVIDUAL SMALL TEA GROWERS / SHG / FPO

A. OBJECTIVE

Soil testing plays an important role in the optimum use of fertilizer and other agricultural inputs. The improvement of soil quality is critical to sustain tea productivity and maintaining soil health for sustainability. Soil quality cannot be measured directly and it must be inferred from a wide range of soil quality properties (physical, chemical and biological) that influence the capacity of soil to perform effectively. Physio-chemical properties of soil samples are measured following standard laboratory procedures.

Based on soil samples, the Board would advise the small growers for corrective measures and optimum use of fertilizers.

B. ELIGIBILITY CRITERIA

In addition to the General guidelines already mentioned in Part A of Section – I, the following is applicable

- 1) Individual small tea growers, SHGs and FPOs would be eligible

C. CONDITIONS

- 1) Maximum one sample from contiguous area up to 2.00 ha comprising of top soil and subsoil as per the random method prescribed by TRA/UPASI/IHBT or any other Government Institute
- 2) Soil analysis will be done for physical texture and minimum chemical parameters viz., pH, Organic Carbon content, Available N, P and K within the scale of assistance.
- 3) For any additional parameter the applicant will have to bear the cost on and above the Board's assistance.
- 4) The testing of soil sample would be done only from the soil testing laboratories listed and uploaded on the Board's Website or from any other Government approved laboratory
- 5) The date of testing of the soil sample shall not be more than 30 days as on the date of application
- 6) Tea Board shall handhold in identifying the plots/area belonging to Small Tea Growers/SHGs/FPOs for collection of the soil sample (with the Department of Agriculture and the "Chai-Bondhu") and making arrangements for the transportation of soil samples to the notified soil testing laboratories.
- 7) Tea Board Regional office will maintain all the test results under their jurisdiction for

preparation of the soil health profile

D. SUBMISSION OF APPLICATION

The application will be submitted by individual Small Tea Growers / SHG / FPO

In addition to the General guidelines points already mentioned in Part A and B of Section – I, the following is applicable

- 1) Copy of registration of Small Tea Growers/ SHGs/FPOs
- 2) List of members of SHGs / FPOs with QR Codes of the members and command area
- 3) Number of soil samples tested
- 4) Name of the soil testing Laboratory
- 5) Bank account details of SHG / FPO / individual Small Tea Growers
- 6) Bills, Tax Invoice and Money receipt obtained from the soil testing laboratory dated not later than 30 days as on date of application
- 7) Copy of Test Results together with testing parameters

E. APPLICATION FEES

The application fee under this activity is exempted

F. SCRUTINY OF THE APPLICATION, ISSUANCE OF SANCTION AND DISBURSEMENT

In addition to the points already mentioned in Part A to D of Section – I, the following will be required

1. Upon submission of application, scrutiny of the documents and verification of the bills and invoices of the soil testing laboratories by the Board's official, sanction will be accorded for reimbursement of the soil testing laboratory charges and the payments will be released within a period of 30 days as per the procedure prescribed by Government of India to the concerned Small Tea Growers/SHGs or FPOs. However, the availability of funds under this component shall be checked prior to testing being carried out.

G. SCALE OF ASSISTANCE

100% cost on actual basis per sample (Top Soil + Sub soil) subject to ceiling limit of Rs. 400 + GST including transportation charges

1.2.6. ORGANIC CERTIFICATION

A. OBJECTIVE

To encourage the Small Tea Growers for organic tea cultivation thereby reducing the chemicals loads in made tea, ensuring long term sustainability, meeting the demand for organic tea in domestic and international markets and realizing premium prices for the produce.

B. ELIGIBILITY CRITERIA

In addition to the General guidelines already mentioned in Part A of Section – I, the following will be applicable

1. Individual Small tea growers having QR Code card are eligible
2. The Organic Certificate (fresh/renewal) should be obtained from Certification agencies that are empaneled with Tea Board/ APEDA under National Program for Organic Production (NPOP)

C. CONDITIONS

1. Cost of certification (Fresh/ Renewal) will only be considered.
2. The tax invoices/ money receipt should be within the validity period of the Organic Certificate and in no case dated later than 6 months from the date of application.
3. Only one application for each STG in each financial year will be considered for subsidy.

D. SUBMISSION OF APPLICATION

In addition to the General guidelines already mentioned in Part A and B of Section – I, the following will be applicable

- 1) The application is to be submitted within 15 days from the date of issue of the Final/Renewal Certificate.
- 2) Copy of QR code embedded identity card of small tea growers issued by Tea Board
- 3) Copy of Organic certificate (Fresh / Renewal).
- 4) Declaration on PPC compliance.
- 5) Copy of Aadhar Card.
- 6) Copy of original Tax invoices and money receipt incurred in obtaining the final /Renewal Organic Certificate.
- 7) Details of Bank Account.
- 8) Copy of Caste Certificate is case of SC / ST obtained from concerned authority.

E. APPLICATION FEES

Rs.500/- + GST (SC/ST, female and differently abled persons are exempted).

F. SCRUTINY OF THE APPLICATION, ISSUANCE OF SANCTION AND DISBURSEMENT

In addition to the points already mentioned in Part A to D of Section – I, the following will be applicable

1. Upon submission of application, scrutiny of the documents and verification of the bills and invoices of the Final/Renewal Organic Certificate by the Board's official, sanction will be accorded for reimbursement of the Final/Renewal Organic Certification charges. The status of the application will be updated in the portal.
2. The applicant is required to upload Letter of Undertaking (LoU) within 07 days of such sanction
3. Payments will be released within a period of 30 days as per the procedure prescribed by Government of India to the concerned beneficiaries

G. SCALE OF ASSISTANCE

1. 50% of cost subject to ceiling of Rs. 2.00 lakhs per Certificate.
2. Assistance will be provided @ 100% of the cost of certification including renewals with a ceiling of Rs. 2.0 lakhs per Certificate in case of ST / SC growers

1.2.7. ORGANIC CONVERSION

A. OBJECTIVE

To encourage the Small Tea Growers for organic tea cultivation thereby reducing the chemicals loads in made tea, ensuring ecofriendly and sustainable farming, meeting the demand for organic tea in domestic and international markets and realizing premium prices for the produce.

B. ELIGIBILITY CRITERIA

In addition to the General guidelines already mentioned in Part A of Section – I, the following will be applicable

1. Individual Small tea growers having QR Code card are eligible
2. The tea area belonging to small tea growers which are in the process of organic conversion and had undergone Organic Conversion and has obtained Certificate from Certification agencies that are empaneled with Tea Board/ APEDA under National Program for Organic Production (NPOP) with clear mention of the year of organic conversion

C. CONDITIONS

1. An undertaking from the applicant that they will continue the organic conversion and submit the final copy of the Organic certificate after completion of the organic conversion (after 3rd and final year of conversion)
2. Only one application for each STG in each financial year will be considered for subsidy.
3. The assistance shall be provided only once for the entire scheme period for each applicant

D. SUBMISSION OF APPLICATION

In addition to the General guidelines already mentioned in Part A and B of Section – I, the following will be applicable

- 1) Copy of QR code embedded identity card
- 2) Copy of Organic Conversion Certificate
- 3) Self-Declaration on PPC compliance
- 4) Copy of Aadhar Card
- 5) Copy of original Tax invoices and money receipt incurred in obtaining the Organic Conversion Certificate
- 6) Details of Bank Account

- 7) Copy of Caste Certificate is case of SC / ST obtained from concerned authority

E. APPLICATION FEES

Rs.500/- + GST (SC/ST, female and differently abled persons are exempted)

F. SCRUTINY OF THE APPLICATION, ISSUANCE OF SANCTION AND DISBURSEMENT

In addition to the points already mentioned in Part A to D of Section – I, the following will be applicable

1. Upon submission of application, scrutiny of the documents and verification of the bills and invoices of the Organic Conversion by the Board's official, the status of the application will be updated in the portal as accepted or rejected within 7 days
2. The availability of funds under this component will be checked basis sanctions already granted under this component and the total budget allocated, sanction will be accorded for reimbursement of the Organic Conversion Certification charges within 07 days of submission of application.
3. The applicant is required to upload Letter of Undertaking (LoU) within 07 days of such sanction
4. Payments will be released within a period of 30 days as per the procedure prescribed by Government of India to the concerned beneficiaries

G. SCALE OF ASSISTANCE

- 1) Rs. 2.00 lakhs per Ha. for Organic conversion
- 2) Assistance will be provided @ 100% of the cost of conversion with a ceiling of Rs. 2.0 lakhs per ha., in case of ST / SC growers

1.2.8 ACTIVITY: FARM FIELD SCHOOL

A. OBJECTIVE

The objective of the Farm Field School is to utilize the expertise of the progressive small tea growers (Chai-Bondhu) and an opportunity be given to the other small tea growers to learn by doing, involving themselves in experimentation, discussion and decision-making thereby strengthening the role of Small Tea Growers in the research-extension- Small Tea Growers supply chain and improving the sense of ownership of technological packages, new knowledge and skills.

B. ELIGIBILITY CRITERIA

- 1) The site selected as FFS should have a demonstration plot. It will be the field of the Progressive Small Tea Grower who acts as a “Chai-Bondhu” of the FFS.
- 2) Each “Chai-Bondhu” must be having QR Code Identity Card issued by Tea Board.
- 3) The minimum area under of FFS shall not be less than 0.25 Ha.

C. CONDITIONS

- 1) The selection of “Chai Bondhu” will be done by Board’s office based on the performance, skill, knowledge and experience of the grower.
- 2) The list of selected Chai Bondhu will be uploaded in Board’s website at the beginning of each Calander year with validity in years.
- 3) FFS should be a central point for easy access by other participants in the area.
- 4) There would be an undertaking from the Chai-Bondhu for selection and use of his tea plot as a demonstration plot.
- 5) Farm Field Schools would provide year-long technical training to target small tea growers by having an interactive session once during critical activities such as Pruning, Tipping, Plucking etc.
- 6) Minimum six interactive sessions shall be undertaken by the Chai-Bondhu in any calendar year, that may include but shall not be limited to
 - a) Pruning
 - b) Plucking
 - c) Pest & disease management
 - d) Post harvest handling including transportation

- e) Integrated Nutrient management
 - f) Use of technology/latest innovations
 - g) Labour productivity
 - h) Irrigation
 - i) Mechanization
 - j) Group-discussion (chai-ki-pathshala)/chai-pe-charcha
- 7) The maximum number of FFS (Chai-Bondhu) in any Villages shall not exceed 5 (five).
 - 8) The Chai-Bondhu may engage expert(s) for providing hands-on training to the other small tea growers. The Board's local field officer shall be an invitee to each program carried out by the Chai Bondhu.
 - 9) FFS will also act as a training zone for formation and handholding of SHGs/FPOs/FPCs

D. SUBMISSION OF APPLICATION

Any "Chai-Bondhu" notified by Tea Board (name published in Board's website) is eligible to apply with following documents

- 1) Name of the "Chai-Bondhu" with QR code identity card
- 2) Location of the demonstration plot belonging to "Chai-Bondhu" with total area in tea
- 3) List of small tea growers participated (Beneficiaries) in the FFS with their QR Code
- 4) Details of the bank account of the FFS
- 5) Consent letter from the "Chai-Bandhu"
- 6) Details of the programs undertaken by the "Chai-Bondhu" with dates and names of beneficiaries
- 7) Copy of original Bills/invoices of the expenditure including costs of inputs involved in providing the hands-on training to the small tea growers duly certified by the Board's local field officer
- 8) Geo-tagging of each program with photographs
- 9) Application under this activity will have to be submitted from 1st January to 31st January (2025 and 2026) for the activity undertaken in preceding Calander year

E. APPLICATION FEES

Application fees of Rs.100.00 excluding GST would be levied under this activity [SC/ST/Female and differently abled person are exempted].

F. SCRUTINY OF APPLICATION ISSUANCE OF SANCTION AND DISBURSEMENT

Upon fulfillment of eligibility criteria, conditions and scrutiny of documents submitted, the availability of funds under this component will be checked basis sanctions already granted under this component and the total budget allocated, the status of the application will be updated online within 07 days.

Sanction will be accorded to the eligible cases within 15 days.

The payment of financial assistance will be released within 30 days from the date of submission of application as per the procedure prescribed by Government of India

G. SCALE OF ASSISTANCE

An amount of Rs. 30,000/- per FFS (Chai-Bondhu) per year will be provided directly to the Chai-Bandhu.

खण्ड - III

SECTION - III

गुणवत्ता आश्वासन

QUALITY ASSURANCE

1.3. SUB COMPONENT: QUALITY ASSURANCE

1.3.1 ACTIVITY: ENCOURAGING ADHERENCE TO PROPER PRUNING CYCLE AND STANDARD PLUCKING ROUNDS AND CONSISTENT SUPPLY OF QUALITY GREEN LEAF

A. OBJECTIVE

The objective is to encourage the members of the SHGs/FPOs/FPCs for improvement in the quality of raw materials (green leaf) following Good Agriculture Practices (GAP) such as pruning cycle and plucking rounds as recommended by the tea research institutions [viz., Tea Research Association (TRA)/ United Planters' Association of Southern India (UPASI)/ Darjeeling Tea Research and Development Centre (DTR&DC)/ Institute of Himalayan Bio Resource Technology (IHBT)] to get better price realization of their produce together with consistent supply of quality produce.

B. ELIGIBILITY CRITERIA

In addition to the General guidelines points already mentioned in Part A of Section – I, the following will be applicable

- 1) Registered SHGs / FPOs / FPCs are eligible
- 2) The actual price realized by the SHGs/FPOs/FPCs in a calendar should be higher than the average price realized in the preceding calendar year and the average district price declared by Tea Board.

C. CONDITIONS

- 1) Preference shall be given to those SHGs/FPOs/FPCs that have fetched the highest green leaf price in any district on and above the average price declared by Tea Board and preceding year
- 2) Pruning cycle and height of the prune is to be carried out/adopted as per the recommendation of TRA in "The Planters' Handbook" and UPASI in Guidelines on Tea Culture in South India" and/or IHBT for Himachal & Uttarakhand by the members of the SHGs/FPOs/FPCs and all such details will be maintained by the SHGs/FPOs/FPCs for verification of Board's official
- 3) The price fetched by the SHGs/FPOs/FPCs must be certified by the concerned manufacturing unit where the green leaf is sold
- 4) The maximum area eligible under this component is 2.0 ha., per small tea grower member of the SHGs/FPOs/FPCs

D. SUBMISSION OF APPLICATION

In addition to the General guidelines points already mentioned in Part A and B of Section – I, the following will be applicable

1. Copy of registration of SHGs/FPOs/FPCs together with the list of members with QR Code card and tea area
2. Copy of current resolution with the name of the office bearer of SHGs/FPOs/FPCs
3. Self-declaration on PPC compliance
4. Copy of the price fetched by the SHGs/FPOs/FPCs duly certified by the concerned manufacturing unit where the green leaf is sold
5. Self-Declaration by the authorized signatory of the SHGs/ FPCs/ FPOs that each member is adhering to the good agriculture practices including adopting proper pruning cycle, plucking good leaf and the average price realized during the year is more than the average district green leaf price declared by Tea Board for each month corresponding to the price realized in preceding month & year.
6. Self- Declaration from the tea manufacturing unit that the SHGs/FPOs/ FPCs are supplying green leaf of consistent quality with acceptable fineness and the annual average price realized per kilogram of green leaf (last calendar year) is more than the annual AGLP declared by Tea Board.
7. Details of bank account of SHGs / FPOs / FPCs with cancelled cheque
8. Copy of caste certificate of the members belonging to SC/ST for claiming exemption of fees (if the total numbers of members exceed 50%)
9. The application is to be submitted from 1st January to 31st January of any calendar year

E. APPLICATION FEES TO BE PAID ONLINE

Rs.500/- (Rupees five hundred only) plus applicable GST (Exempted for SC, ST & female).

F. SCRUTINY OF APPLICATION, ISSUANCE OF SANCTION AND DISBURSEMENT

In addition to the points already mentioned in Part C and D of Section – I, the following will be required

1. Upon submission of completion report, the next step of inspection will be proceeded with only if the budget under the sub-component has not been exhausted and government sanctions against the budgeted amount has been issued
2. Inspection will be carried out by the respective field office within 14 days from the date of submission of completion report and relevant documents.
3. A satisfactory inspection report will be required for issuance of sanction. The Inspection report should cover parameters like Good Agriculture Practices (GAP) viz., pruning cycle, plucking rounds, fine leaf count maintained by SHGs/FPOs/FPCs, geo-tagging, uploading

site photographs, actual price fetched by the SHGs/FPOs/FPCs as per online inspection format.

4. Post receipt of Inspection report, the sanction will be accorded online within 14 days from the receipt of inspection report and the applicant will be required to upload the Letter of Undertaking (LoU) in prescribed format within 07 days.
5. After uploading the LoU, the payment of financial assistance will be released within 30 days as per the procedure prescribed by Government of India.

G. SCALE OF ASSISTANCE

Rs. 10,000.00 (Rupees ten thousand only) per hectare per SHGs/FPOs/FPCs with a ceiling limit of 2.00 hectare of tea area per grower

1.3.2 ACTIVITY: ENSURING QUALITY CHECKS, DRAWING AND TESTING OF TEA SAMPLES

A. OBJECTIVE

In order to ensure that the tea produced in India meets all the quality parameters as laid down under FSSAI and PPC so that both domestic and the standards of exporting countries are met, random samples (Regulatory as well as surveillance) from the manufacturing units / warehouse/open market will be drawn and will be analyzed at FSSAI notified food testing laboratories against those quality parameters.

B. IMPLEMENTATION

1. The Designated Tea Board's Officer will draw the tea sample as per the procedure laid down under Tea Act, 1953/ TMCO -2003 and FSSAI and send the samples for its analysis to any food testing laboratory notified by FSSAI against the parameters for tea.
2. The selection of the vendor (FSSAI notified food testing laboratory) shall be done by Tea Board following internal accounting procedure of approvals as per GFR and the list of selected vendors will be uploaded in Board's website.
3. Payment will be released directly to the laboratories as per the procedure prescribed by Government of India

C. SCALE OF FINANCE

Actuals with Ceiling @ Rs.20,000/- per sample including the cost of drawing the sample (container, sealing instrument and materials) and courier/transportation charge of the sample.

1.3.3. Support to Tea Research Institutes for upgradation of Tea Testing Laboratory

A. OBJECTIVE

The Scheme for up-gradation of tea testing laboratories of tea research institutes would benefit all stakeholders including domestic industry, Regulatory authorities, exporters, importers, processors, consumers etc.

The other objectives of the scheme are:

- 1) To reduce the time of analysis of samples and handling a greater number of samples
- 2) To increase efficiency and precise analysis of tea samples
- 3) To ensure compliance of international standards on tea in case of exports as well as imports.

B. ELIGIBILITY CRITERIA

Tea research institutes (Govt./Autonomous body/Private/ Society registered) having established tea testing laboratories are eligible for funding under this scheme. Preference will be given to the Tea Research Institutes (Tea Research Association and United Planters' Association of South India

C. CONDITIONS

- 1) The implementation schedule for the project would be about 12 months from the date of the approval of each project.
- 2) The resource requirement of the lab shall conform to cl. 6.1 and 6.2 of ISO 17025:2017.
- 3) Financial assistances will not be given for the instruments which have already been procured/ installed and/or technical civil work has been completed prior to submission of the application.
- 4) The beneficiaries shall allow full access to the officers of the Tea Board India and any other person authorized by the Tea Board India on its behalf for inspecting the laboratory, verifying its records.
- 5) The beneficiaries Institute may obtain 50% of the balance fund from any other Institution(s)/Organization. The total grant from all sources shall not exceeds 100% of the total costs of the project.
- 6) Status of NABL accreditation (whether lab has obtained NABL accreditation for all the proposed parameters to be tested in tea, if yes, give details. If not, time frame by which the NABL accreditation will be obtained).

- 7) The applicant organization will submit six monthly periodical progress reports to Tea Board.

D. SUBMISSION OF APPLICATION

Application shall be submitted under this activity only online with detailed project report clearly indicating

- 1) The Total Project Cost (Item-Wise and Cost –Wise Break-Up),
- 2) Means of finance to meet the project cost,
- 3) Recurring expenditure,
- 4) Information on availability of land and building,
- 5) Qualified manpower as per cl. 6.2 of ISO 17025:2017,
- 6) Valid NABL accreditation certificate
- 7) Implementation schedule,
- 8) Existing list of Lab Equipment (their cost, purpose/parameters being tested), Item wise and cost wise details of lab equipment envisaged for upgradation duly supported by quotations.
- 9) Technical civil works etc.

E. APPLICATION FEES

A non-refundable application fees of Rs.10,000/- plus applicable GST for each laboratory upgradation to be paid online.

F. SCRUTINY OF APPLICATION

- 1) Proposals for financial assistance for up-gradation of tea testing laboratories will be received online by Tea Board.
- 2) All the proposals received for financial assistance will be placed before Techno Scrutiny Committee (TSC) constituted by Tea Board having Deputy Chairman Tea Board, two experts from FSSAI and Financial Advisor of Tea Board for examining such proposals from technical angle.
- 3) Applicant organizations will make presentations before TSC.
- 4) Selection and approving the projects will be done in accordance with the criteria to be drawn up by the Committee., which may include factors like existing facilities for tea testing, scope of testing, proposed upgradation requirements etc.

G. INTIMATION REGARDING COMPLETION OF ACTIVITY

- 1) Intimation regarding completion of installation of instruments, furniture, technical civil work and commissioning of activities should be given to Tea Board.
- 2) All bills/invoices, money receipts and completion certificates along with certified expenditure details for technical civil work from a government registered civil engineer will need to be submitted.
- 3) Adherence to the above two requirements will enable Tea Board in releasing tranches of financial assistances in line with the disbursement schedule as delineated below.
- 4) An inspection will be carried out by Tea Board or persons authorized by Tea Board to check the installation of instruments, furniture, technical civil work, verification of bills, vouchers, inventory and other necessary documents all components mentioned in the application are installed

H. ISSUANCE OF SANCTION AND DISBURSEMENT:

- 1) Post receipt of inspection report, the Techno Scrutiny Committee (TSC) will review the report and recommend for approval.
- 2) Based on the TAC recommendation, Dy Chairman of Tea Board will accord sanction on the basis of total budget allocated and availability of fund under this component.
- 3) The status of the application will be uploaded in the portal.
- 4) The applicant is required to upload Letter of Undertaking (LoU) within 7 days of such sanction.

Disbursement will be made as per followings:

Sl no.	Schedule	Quantum of disbursements
1	Completion of purchase, installation of instruments, furniture for lab and instruments, civil work	First Tranche - 70%
2	Starting of testing operations	Second Tranche - 30%

- 5) Prior to release of the fund (1st tranche), no dues certificates are required to be obtained and submitted to Tea Board from the equipment/furniture vendor(s) in all respects.
- 6) Payments will be released within a period of 30 days as per the procedure prescribed by Government of India.

I. SCALE OF ASSISTANCE

Scale of assistance would be on 50:50 basis up to a ceiling of Rs 10.00 crores for each lab.

1.3.4. ACTIVITY: INCREASING CONSUMER AWARENESS ON QUALITY OF TEA

A. OBJECTIVE

Quality and taste are paramount features of tea. India is blessed with varied agroclimatic zones which gives a natural bounty of teas from various regions with distinct taste profiles. Indian teas have been found to be popular with the tea lovers worldwide e.g. the exquisite Darjeeling with muscatel flavor, the rich strong malty Assam, the fragrant Nilgiris etc. There is a need for increased appreciation amongst consumers of the many positive health attributes of tea and consumption of better-quality tea. Hence, it's imperative that consumers are well informed about the quality aspects of tea.

B. ACTIVITIES

Following Indicative activities:

- 1) Promotion through multimedia informing consumers about quality parameters.
- 2) Workshops, seminars, conferences.
- 3) Road shows.
- 4) Advertisements and dissemination through literature (digital and physical).
- 5) Increasing awareness through relevant organizations

C. MODE OF IMPLEMENTATION

- 1) Jointly by Industry stakeholders and Tea Board.

Industry stakeholders may be

- a) Registered tea associations, OR
- b) Registered tea companies

- 2) Directly by Tea Board

The campaigns will preferably be carried out in joint mode.

D. ELIGIBILITY CRITERIA

In addition to the general guidelines already mentioned in part A of Section I, the eligibility criteria will be as follows

(I) For Registered Tea Association:

1. Registered Tea Associations with at least 20 whole time members
2. The members of the Association should be registered as per TMCO 2003

3. Applicants shall submit an undertaking that it is not under any investigation/ charged / prosecuted/ debarred / black listed on any ground related to trade and business and/or otherwise.

(II) For Tea Companies

1. A group of minimum four (4) Indian companies/stakeholders will be considered.
2. Group companies and sister concerns will be treated as one company
3. All Indian companies registered with Tea Board

E. CONDITIONS

In addition to the general guidelines already mentioned in part A of Section I, and eligibility criteria mentioned above the following conditions will be as follows:

1. The campaigns may include mass and multimedia communication (print, TV, social and digital media), outdoor promotion and other such activities that are intended towards increasing awareness about different quality of teas that are sold and consumed
2. Prior approval of Tea Board will be taken for the entire campaign content (including TVCs, print advertisements etc.,)
3. The applicant will be allowed to select and use marketing agencies to design and execute the campaigns, however the selection should be carried out through transparent accepted business practices.
4. If any of the details provided by the applicant is found to be incorrect and if any relevant information is found to be suppressed, the amount of support provided by Tea Board will have to be refunded along with applicable interest.

F. SUBMISSION OF APPLICATION

An applicant must apply online at least 90 days in advance of the intended date of the launch of the campaign with full cost break-up under each of the proposed activities and period of implementation. The following information should be included in the application

1. The suggested list of activities with a rationale for the activities chosen
2. Year-wise full details of annual turnover (last three years) of the members of the association or the group of companies

G. APPLICATION FEE

Non- refundable application fee of Rs 5,000/- + GST for each campaign

H. SCRUTINY OF APPLICATIONS

In addition to points already mentioned in part A of Section I the following will be applicable:

- I. A committee comprising the following members will be constituted for scrutinizing the applications and for according approval to the campaigns:
 - a) Dy. Chairman, Tea Board
 - b) Executive Directors (Coonoor & Guwahati)
 - c) FA & CAO, Tea Board
 - d) One representative from the Promotion Directorate not below the rank of Dy. Director, Tea Board
 - e) Two experts from Industry but not limited to Tea Industry
- II. Selection and approving the campaigns will be done in accordance with the criteria to be drawn up by the Committee, which may include factors such as proposed concept, activities, cost and content of campaigns etc.,

I. ISSUANCE OF SANCTION

1. The sanction for the campaign will be conveyed by Tea Board within 45 days of the submission of application and shall be subject to availability of funds
2. The campaign should start within 45 days of receipt of sanction.

J. INTIMATION REGARDING COMPLETION OF ACTIVITY

Upon completion of the campaigns, the applicant has to submit:

1. Adequate proof of execution and implementation in terms of photographs, videos, links etc.
2. Copies of original invoices along with copy of the advertisements released (in the case of publication) proof for all multimedia, social media operations supported by photographs, videos, links etc.
3. Campaigns under this component should be completed latest by 31st January, 2026 and the completion report should be submitted.

J. DISBURSEMENT

Within 30 days of receipt of satisfactory completion report, the Board's share of cost of campaign shall be disbursed as per the procedure prescribed by Govt of India

K. SCALE OF ASSISTANCE:

The generic campaign with the Associations and Stakeholders will be undertaken on 50:50 cost sharing mode with lower ceiling limit of Rs. 50 lakhs

खण्ड - IV

SECTION - IV

चाय संवर्धन और बाजार समर्थन

**TEA PROMOTION AND MARKET
SUPPORT**

COMPONENT 2: TEA PROMOTION AND MARKET SUPPORT

2.1 SUB COMPONENT: INTERNATIONAL PROMOTION AND SUPPORT

2.1.1 Brand Promotion including that for startups, generic promotion, campaigns, PR and networking activities, multimedia and social media promotion, delegations, sponsorships, events etc. with promotional tools, aids, materials etc. for Identified and New Geographies and markets etc. (Smart Promotion)

A. OBJECTIVE

To increase awareness of 'Indian tea' and its many varieties in identified and select international markets through campaigns and sustained brand promotion activities. The campaigns will be carried out in identified markets with high potential for increasing Indian tea exports and will be aimed at enhancing presence and image of value-added Indian Tea in those markets.

B. MODE OF IMPLEMENTATION

- 1) Jointly by Industry stakeholders and Tea Board. Industry stakeholders shall be
 - a) Registered Tea Associations, OR
 - b) A group of Tea companies/Exporters
- 2) Directly by Tea Board

The campaigns will preferably be carried out only in Joint mode.

C. ELIGIBILITY CRITERIA

In addition to the general guidelines already mentioned in part A of Section I, the eligibility criteria will be as follows:

(I) For Registered Tea Association:

1. Registered Tea Associations with at least 20 whole time members with reasonable tea exports from India or a demonstrable plan for tea exports to specified regions.
2. An undertaking to the effect that the Association/Company/Exporter is not under any investigation/ charged / prosecuted/ debarred / black listed on any ground related to trade and business and/or otherwise

(II) For Tea Companies

1. A group of minimum four (4) Indian exporter companies shall be considered.

2. Group companies and sister concerns will be treated as one company (each exporter representing one company).
3. All Indian companies/exporters registered with Tea Board and having capability of exporting in value added formats (in and less than 3 kg packs) shall be eligible.
4. An undertaking to the effect that the applicant group of Companies/Exporters are not under any investigation/ charged / prosecuted/ debarred / black listed on any ground related to trade and business and/or otherwise

D. CONDITIONS

In addition to the general guidelines already mentioned in part A of Section I, and eligibility criteria mentioned above the following conditions will be as follows:

1. The campaigns may include mass and multi-media communication (print, TV, social and digital media, outdoor promotion (such as branding on buses, metros, hoardings etc.) and other such activities that are intended towards increasing awareness about Indian tea in general.
2. Individual brand displays in International Departmental Stores, in-store promotion and any other activities associated with promotion of individual brands will not be applicable for support.
3. Only Indian tea must be promoted for the campaigns. Tea products not having the major component derived from the plant *Camellia sinensis*, as well as other origin teas should not be promoted under any circumstances.
4. Prior approval of Tea Board shall be taken for the entire campaign content (including TVCs, print advertisements etc.,)
5. The applicant will be allowed to select and use marketing agencies to design and execute the campaigns in overseas markets, however the selection should be carried out through transparent accepted business practices.
6. If any of the details provided by the applicant is found to be incorrect and if any relevant information is found to be suppressed, the amount of support provided by Tea Board will have to be refunded along with applicable interest and further, the applicant as well as its constituent entities shall not be eligible for any assistance from Tea Board for a period of 5 years.
7. The Indian Mission in the country concerned shall be kept apprised of the details of the campaign before finalization and views, if any, may be incorporated in the Plan.

E. SUBMISSION OF APPLICATION

An applicant must apply online at least 90 days in advance of the intended date of the launch of the campaign with full cost break-up under each of the proposed activities and period of implementation. The following information should be included in the application

Justification of the selection of the markets where the campaigns are to be carried out along with corresponding projected exports (volume and value) for the targeted market(s)

1. The suggested list of activities with a rationale for the activities chosen
2. Year wise full details of exports (volume and value) for the last 3 years to that particular country for which promotion/financial assistance is sought
3. Year-wise full details of annual export turnover (last three years) of value added products of the members of the association or the group of companies applying for the promotional campaign

F. APPLICATION FEE

A non-refundable application fee of Rs 5000/- Plus GST for each campaign

G. SCRUTINY OF APPLICATIONS

In addition to points already mentioned in Part B & C of Section-1, the following will be applicable:

- 1) A committee comprising the following members will be constituted for scrutinizing the applications and for according approval to the campaigns:
 - a) Dy. Chairman, Tea Board.
 - b) Executive Directors, Tea Board at Guwahati and Coonoor.
 - c) FA & CAO, Tea Board.
 - d) One representative from the Promotion Directorate not below the rank of Dy. Director, Tea Board.
 - e) External Experts (02) with established credentials and reputation in advertising, marketing and promotion, not limited to tea sector.
- 2) Selection and approving the campaigns will be done in accordance with the criteria to be drawn up by the Committee, which may include factors such as markets where the campaigns are to be carried out, proposed concept, content and cost of campaigns etc.

H. ISSUANCE OF SANCTION

1. The sanction for the campaign will be conveyed by Tea Board within 45 days of the submission of application and shall be subject to availability of funds

2. The campaign should start within 45 days of receipt of sanction.

I. INTIMATION REGARDING COMPLETION OF ACTIVITY

Upon completion of the campaigns, the applicant has to submit:

1. Adequate proof of execution and implementation in terms of photographs, videos, links etc.
2. Copies of original invoices along with copy of the advertisements released (in the case of publication) proof for all multimedia, social media operations supported by photographs, videos, links etc.
3. Campaigns under this component should be completed latest by 31st January, 2026 and the completion report should be submitted

J. DISBURSEMENT

Within 30 days of receipt of satisfactory completion report and its confirmation by Dy Chairman, the Board's share of cost of campaign shall be disbursed as per the procedure prescribed by Govt of India

K. SCALE OF ASSISTANCE:

The generic campaign with the Associations and Stakeholders will be undertaken on a 50:50 cost sharing mode with maximum financing under this sub-component for each campaign would be limited to Rs. 5 crores.

2.1.2 SUPPORT TO INDIAN ORIGIN TEA CAFES FOR DIVERSIFYING TO INTERNATIONAL MARKETS

A. OBJECTIVE

In order to encourage consumers and users to enjoy Indian tea in an appropriate ambience and appreciate the fine experience of tea drinking, there is a need to promote wide varieties, types, categories, blends of Indian tea etc., to the international consumers at the Indian Cafes set up in overseas markets. This will help increase brand equity of Indian teas in overseas markets.

B. ELIGIBILITY CRITERIA

In addition to the general guidelines already mentioned in part A of Section I, the following eligibility criteria will be as follows:

1. Indian origin tea cafes incorporated (in India) not less than 3 years from the date of application
2. In case of Startups, the applicant shall be registered with Start Up India.
3. A declaration by the applicant stating that the firm is not under any investigation/ charged / prosecuted/ debarred / black listed on any ground related to trade and business and/or otherwise.
4. The applicant is not disqualified for availing of a scheme of Tea Board.

C. CONDITIONS

In addition to the general guidelines already mentioned in part A of Section I, and eligibility criteria mentioned above the following conditions will be applicable

- 1) Only Indian tea must be displayed/sampled/sold/ /promoted at the tea cafes.
- 2) The identified international market (where the promotions for tea cafes are to be carried out) should have been entered by the café chain within the last one year.
- 3) Only one application will be entertained for group companies where the entire group will be considered as one applicant. However, this may be relaxed depending upon the number of applications.

D. SUBMISSION OF APPLICATIONS

Application shall be submitted online and the following information/documents are to be uploaded:

1. A detailed project proposal clearly indicating the nature and type of activities to be undertaken in the new international market for the cafes.
2. Timelines for implementation.

E. SCRUTINY OF APPLICATIONS

In addition to points already mentioned in part A of Section 1 the following will be applicable

- 1) A committee comprising the following members will be constituted for scrutinizing the applications and for according approval to the campaigns:
 - a) Dy. Chairman, Tea Board.
 - b) Executive Directors, Tea Board at Guwahati and Coonoor.
 - c) FA & CAO, Tea Board.
 - d) One representative from the Promotion Directorate not below the rank of Dy. Director, Tea Board.
 - e) External Experts (02) with established credentials and reputation in Start-Ups/ Business Innovation/ PE Funding, not limited to tea sector.
 - f) One member from Tea Industry/Board Member
- 2) Selection and approval will be done in accordance with the criteria to be drawn up by the Committee, which may include factors such as markets where the café proposes to diversify, cost of the proposal, size of the business of the cafe in the International market, number of outlets present globally etc.

F. ISSUANCE OF SANCTION

- 1) The sanction will be conveyed by Tea Board within 30 days of the submission of application and shall be subject to availability of funds
- 2) The campaign should start within 45 days of receipt of sanction.

G. INTIMATION REGARDING COMPLETION OF ACTIVITY

Upon completion of implementation, the applicant has to submit:

1. Adequate proof of execution and implementation of the activities in terms of photographs, videos, links etc.
2. Copies of original invoices including, wherever relevant, copy of the advertisements released (in the case of publication) proof for all multimedia, social media operations supported by photographs, videos, links etc.,

3. Implementation under this component should be completed latest by 31st January 2026 and the completion report should be submitted
4. The Indian Mission in the country concerned shall be kept apprised of the details of the program related to cafe before finalization and views, if any, may be incorporated in the Plan.

H. APPLICATION FEES

A non-refundable application fee of Rs 5,000/- Plus GST

I. DISBURSEMENT

Within 30 days of receipt of satisfactory completion report and its confirmation by Dy Chairman, the Board's share of cost shall be disbursed as per the procedure prescribed by Govt of India

J. SCALE OF ASSISTANCE

The financial assistance would be 50% of the promotional cost with an upper ceiling of Rs. 50.00 lakh (Rupees Fifty Lakh) per proposal.

2.1.3 INTERNATIONAL PROMOTIONAL EVENTS, PR AND NETWORKING ACTIVITIES, BSMS/RBSMS ETC INCLUDING INBOUND AND OUTBOUND DELEGATIONS

2.1.3.1 PARTICIPATION IN INTERNATIONAL FAIRS AND EXHIBITIONS WITH TEA BOARD

A. OBJECTIVE

To provide a platform to exporters to showcase their products in international fairs & exhibitions and for buyer-seller interactions in an effective and efficient manner. The fairs serve as useful platforms for reinforcing visibility, awareness, enhance the image and brand equity of Indian Tea and its many varieties.

B. ELIGIBILITY CRITERIA

The Tea Board shall prepare a comprehensive plan for activities under this sub-component 2.1.3 containing details of countries and events to be covered after consultation with stakeholders and the Zonal offices.

In addition to the general guidelines already mentioned in part A of Section I, the following eligibility criteria will be applicable for selection of participants:

- 1) All exporters holding valid exporters' license of Tea Board
- 2) Applicants shall submit an undertaking that it is not under any investigation/ charged / prosecuted/ debarred / black listed on any ground related to trade and business and/or otherwise.
- 3) The applicant exporters shall not be a defaulter in submission of monthly export returns
- 4) The exporters should have relevant and valid logo registrations with Tea Board as per the norms.
- 5) The applicant is not debarred for availing of a scheme of Tea Board.

C. CONDITIONS

In addition to the general guidelines already mentioned in part A of Section I, and eligibility criteria mentioned above the following conditions will be applicable

1. Only Indian tea must be displayed, sampled/sold/promoted at the events. Indian teas not having the major component as *Camellia sinensis*, as well as other origin teas apart from India should not be displayed, sampled/sold/promoted under any circumstances

2. Participants are to ensure that their display is put up in an aesthetic manner and their allotted space is manned properly during the full duration of the exhibition.
3. Representatives from the exhibiting companies shall preferably be of senior management level. Leaving the stalls empty before the completion of the event would be viewed seriously and would lead to debarring from selection for participation in the next event by Tea Board
4. Value-added tea exporters having a large range of products and samples to display, desiring to have more space may be provided extra space at actual cost if Tea Board's budget permits and if it is possible to get extra space alongside Tea Board's booth. In case the exporter wishes to have separate dedicated space in the fair he can directly take it from the fair organizers. Tea Board will consider supporting such stall space also as per the component guidelines and subject to availability of funds
5. A total of four (04) participation per company in a financial year will be permissible
6. Only one application will be entertained for group companies where the entire group will be considered as one applicant.
7. Advance participation charges and Application Fee shall be forfeited if the exporter who has confirmed participation pulls out of participation within one month before the commencement of the event.
8. Tea Board shall provide basic furnished stall space only. All other requirements e.g. accommodation, visa, interpreter, sampling equipment, logistics, extra furniture, furnishing etc., and other incidental charges will have to be arranged by and borne by the exporter.

In case of limited space availability with Tea Board the selection of participants shall be preferably done in a manner so as to ensure equitable and fair representation from the industry in an event. The following participation split will be targeted in such a case.

Sr. No.	Segment	% representation in the delegation
1.	Merchant Exporters	25%
2.	Producer Exporters	20%
3.	Entrepreneurs/Small growers/FPOs/FPCs/Start-ups	15%
4.	Value added exporters including organic exporters	30%
5.	First time exporters/ new exporters	10%

In case of more entries in segments 1, 2 & 4, decision for selection will be based on parameters as given below, whereas in case of segments 3 & 5 it will be based on drawing of lots.

The following parameters may be used for the priority list

- Y-o-Y growth (%) in aggregate export value in general
- Y-o-Y growth (%) in aggregate export value for that particular market
- Export of value-added teas.

9. A self-declaration that the company has not and will not avail benefit for a particular event from any other scheme of the Government or from any other Government/Semi-government organization.

D. SUBMISSION OF APPLICATION

- 1) Exporters interested in participation will have to submit application online to Tea Board informing them of their interest in participation.
- 2) The applications will be called for after uploading the event on Tea Board's website. A cut-off date for receiving applications along with application and participation fees will also be uploaded on the website.
- 3) In case the requisite number of exporters, required for the joint participation in the event, is not there so as to optimally use the space available with Tea Board, the Tea Board may extend the cutoff date.
- 4) In case the number of exporters who have applied exceeds the space available with Tea Board they will be selected as per the criteria mentioned in point C above. However, in case of any cancellation or withdrawals by any of the selected exporters opportunity would be provided to the next eligible exporter in the priority list.

E. APPLICATION FEE

1. Non-refundable sum of Rs 10,000/- + GST is to be submitted as application fees. For Small Tea Growers/FPOs and FPCs application fees of Rs.1000/- + GST. SC/ST small growers are exempt
2. An advance of Rs. 2.00 lakh /- (Rupees two lakh only) on account of participation fee to be submitted at the time of application. Not applicable in case of Start-ups (registered under Start up India).
3. In case any selected participant withdraws within one month before the date of commencement of the event, then his application and participation fees will be forfeited.

F. SCRUTINY OF APPLICATIONS

The applications received will be scrutinized by the Board officials and intimation would be conveyed online to the applicants.

G. ISSUANCE OF SANCTION

The approval for participation would be intimated upon completion of the scrutiny of applications, subject to availability of funds. Obtaining VISA, travel, boarding and lodging, interpreters etc. will have to be looked into by the participants themselves

H. INTIMATION REGARDING COMPLETION OF ACTIVITY

1. Upon completion of the fair/exhibition and return to India, the participating companies have to submit their e-boarding passes to Tea Board along with a declaration on Company letterhead that copies of boarding passes will not be used for availing reimbursement from any other organization with regard to that particular event. If not complied with, participation in the next fair/exhibition along with Tea Board will not be entertained.
2. A report and feedback about the event, awareness generated, orders received etc to be submitted within 4 weeks from the date of completion of the event.
3. Upon compilation of all expenses, it would be intimated to the exporters about payments to be made, if any, towards 40 % / 20 % of the share of the event or vice versa.

I. DISBURSEMENT

Within 30 days of receipt of satisfactory completion report and its confirmation by Dy Chairman, the Board's share shall be disbursed, as applicable, as per the procedure prescribed by Govt of India.

J. SCALE OF ASSISTANCE

- 1) 60% of the total cost of the furnished stall.
- 2) In case of Start-ups 80 % of the total cost for their furnished stall
- 3) The excess money, if any, on both the sides will be adjusted (refunded/recouped) upon final calculation consequent to completion of the event. If the calculation comes to a sum higher than the participation fees, then the applicant has to pay the remaining sum and vice versa i.e. if the sum is less than the participation fees, then Tea Board would refund the balance amount.

- 4) Tea Board will provide basic furnished stall space only. All other requirements e.g. accommodation, visa, interpreter, sampling equipment, logistics, extra furniture, furnishing etc. and other incidental charges will have to be arranged by and borne by the exporter.

2.1.3.2 BUYER SELLER AND REVERSE BUYER SELLER MEETS ALONG WITH DELEGATIONS

2.1.3.2.(i) OUT BOUND DELEGATION AND BUYER SELLER MEET (ORGANISED BY TEA BOARD)

A. OBJECTIVE

To engage with the trading/ buying community of importing countries/new markets to increase opportunities for exports of Indian tea. Tea Board may hold BSMs/RBSMs along with important events and delegation visits and/or separately hold them.

B. ELIGIBILITY CRITERIA

The Tea Board shall prepare a comprehensive plan for activities under this sub-component 2.1.3 containing details of countries and events to be covered after consultation with stakeholders and the Zonal offices.

In addition to the general guidelines already mentioned in part A of Section I, the following criteria shall be applicable:

1. All exporters holding valid exporters' license of Tea Board only can apply.
2. Applicants shall submit an undertaking that it is not under any investigation/ charged / prosecuted/ debarred / black listed on any ground related to trade and business and/or otherwise.
3. The applicant exporters shall not be a defaulter in submission of monthly export returns.
4. The exporters should have relevant and valid logo registrations with Tea Board as per the norms.

C. CONDITIONS

In addition to the general guidelines already mentioned in part A of Section I, and eligibility criteria mentioned above the following conditions will be applicable:

1. Only Indian tea must be displayed, sampled/sold/ /promoted at the events. Indian teas not having the major component as Camellia sinensis, as well as other origin teas apart from India should not be displayed, sampled/sold/ /promoted under any circumstances
2. Prior approval of Tea Board should be taken for the promotional materials/AV film and any PR material etc.

3. A self-declaration that the company has not and will not avail benefit for particular event from any other scheme of the Government or from any other Government/Semi-government organization.
4. A total of four (04) participations in a BSM per company in a financial year will be permissible.
5. Only one application will be entertained for group companies where the entire group will be considered as one applicant.
6. Representatives from the participating companies shall preferably be of senior management level. The representatives have to be part of the delegation till the completion.
7. The selection of participants will be preferably done in a manner so as to ensure equitable and fair representation from the industry in an event. The following participation split will be targeted in such a case.
8. In case of more entries in segments 1, 2 & 4, decision for selection will be based on parameters as given below, whereas in case of segments 3 & 5 it will be based on drawing of lots.

SI.No.	Segment	% representation in the delegation
1.	Merchant Exporters	25%
2.	Producer Exporters	20%
3.	Entrepreneurs/Small growers/Start-ups	15%
4.	Value added exporters including organic exporters	30%
5.	First time exporters/ new exporters	10%

The following parameters may be used for the priority list

- Y-o-Y growth (%) in aggregate export value in general
- Y-o-Y growth (%) in aggregate export value for that particular market
- Export of value-added teas.

D. SUBMISSION OF APPLICATION

- 1) Exporters interested in participation will have to submit application online to Tea Board informing them of their interest in participation.
- 2) The applications will be called for after uploading the BSM on Tea Board's website. A cut-off date for receiving applications along with application and participation fees will also be uploaded on the website.

- 3) In case the requisite number of exporters, required for the BSM is not there, the Tea Board may extend the cutoff date.

E. APPLICATION FEE

- 1) Non-refundable application fees of Rs. 5,000/- + GST
- 2) Small growers with valid smart cards will be required to only pay a participation fees of Rs 1000/- + GST. SC and ST small growers are exempt

F. SCRUTINY OF APPLICATIONS

The applications received will be scrutinized as per the guidelines and modalities and intimation would be conveyed at the earliest. The participants will be decided by a committee consisting of the following:

- i) Deputy Chairman.
- ii) Executive Director, Coonoor.
- iii) Executive Director, Guwahati.

G. ISSUANCE OF SANCTION

The approval for participation would be intimated upon completion of the scrutiny of applications, subject to availability of funds.

H. INTIMATION REGARDING COMPLETION OF ACTIVITY

- 1) Upon completion of the event and return to India, the participating companies have to submit their e-boarding passes to Tea Board as proof of their participation.
- 2) A report and feedback about the event, awareness generated, orders received etc. to be submitted within 2 months from the date of completion of the event
- 3) Upon compilation of all expenses, it would be intimated to the exporters about payments to be made, if any, towards the event or vice versa

I. DISBURSEMENT

Within 30 days of receipt of satisfactory completion report, the Board's share of cost of the Buyer Seller Meet shall be disbursed as per the procedure prescribed by Govt of India

J. SCALE OF ASSISTANCE

- 1) Total cost of the meeting and interaction regarding Buyer Seller Meet.
- 2) Tea Board will provide cost for holding the buyer seller meet only. All other requirements e.g. accommodation, visa, interpreter, sampling equipment, logistics,

conveyance extra furniture, furnishing etc. and other incidental charges will have to be arranged by and borne by the exporter.

2.1.3.2.(ii) FOR INBOUND DELEGATION AND REVERSE BUYER SELLER MEET (ORGANIZED BY TEA BOARD)

A. OBJECTIVE

To encourage and facilitate overseas tea buyers to meet a wider cross section of Indian tea suppliers and provide opportunities for trade/exports of tea

B. ELIGIBILITY CRITERIA (For Indian Tea Stakeholders)

The Tea Board shall prepare a comprehensive plan for activities under this sub-component 2.1.3 containing details of the events to be organized after consultation with stakeholders and the Zonal offices.

In addition to the general guidelines already mentioned in part A of Section I, the following will be applicable:

1. Indian tea stakeholders with relevant valid registrations as per TMCO/ TDECO only can apply.
2. Applicants shall submit an undertaking that it is not under any investigation/ charged / prosecuted/ debarred / black listed on any ground related to trade and business and/or otherwise.
3. The exporters should have relevant and valid logo registrations with Tea Board as per the norms.
4. Companies having its branches and sister concerns in other tea producing countries will be eligible for support under this scheme as per the discretion of the Competent Authority.

C. CONDITIONS / IMPLEMENTATION

In addition to the general guidelines already mentioned in part A of Section I, and eligibility criteria mentioned above the following conditions will be applicable

1. The Reverse Buyer Seller Meet participating buyers/importers can be taken to selected tea gardens for which a guided tour can be arranged. This can also be dovetailed with tea tourism, tea tasting, tea festival etc., while focusing on the specific objective for which the RBSM is held.

2. The remotely located entrepreneurs and exporters/stakeholders, especially in MSME sector (who are unable to spend resources to reach RBSM location) can assemble and interact with the foreign buyers when the delegates visit their nearest tea garden and or city/town.
3. Regarding funding for hosting foreign buyers in RBSMs, not more than two buyers from a single company would be eligible for reimbursement of airfare (economy) and hotel expenses.
4. Overseas buyers should not be related to Indian exporters.
5. Funding for hosting foreign buyers will be on lump sum basis and as per actual expenditure incurred. The rates of expenditure incurred on items such as Airfare etc., shall not exceed those specified under the Market Access Initiative Scheme of Department of Commerce
6. Selection of Buyers - Due diligence regarding credentials of the buyers to be exercised, preparing a list of potential buyers, sharing it with Indian Embassies/High Commissions and seek guidance from Indian Missions abroad to value add to the lists
7. Indian stakeholders participating in the RBSMs will be required to submit an undertaking stating that it is not under any investigation/ charged / prosecuted/ debarred / black listed on any ground related to trade and business and/or otherwise.
8. If the delegates are visiting any particular garden/factory, the hospitality during the visit to the garden to be borne by the garden/factory

D. SUBMISSION OF APPLICATION

1. Applications from Indian stakeholders will be solicited online along with details of their Companies and participation fees.
2. The applications will be called for after uploading the RBSM on Tea Board's website. A cut-off date for receiving applications along with application fees will also be uploaded on the website.
3. Small Growers will have to submit their details online along with Smart Card details.

E. APPLICATION FEE

There shall be no application fees for this sub-component

F. SCRUTINY OF APPLICATIONS

The applications received will be scrutinized and online intimation will be conveyed regarding the applicant's participation in the Reverse Buyer Seller Meet. The participants will be decided by a committee consisting of the following:

- i) Deputy Chairman
- ii) Executive Director, Coonoor
- iii) Executive Director, Guwahati

G. ISSUANCE OF SANCTION

The approval for participation would be intimated upon completion of the scrutiny of applications, subject to availability of funds.

H. INTIMATION REGARDING COMPLETION OF ACTIVITY

A report and feedback about the event, awareness generated, orders received etc. to be submitted within 2 months from the date of completion of the event

I. DISBURSEMENT

Within 30 days of receipt of satisfactory completion report and its confirmation by Dy Chairman, the Board's share of cost, as applicable, shall be disbursed as per the procedure prescribed by Govt of India

J. SCALE OF ASSISTANCE

- 1) The total cost of the delegation and Reverse Buyer Seller Meet in connection with hosting of overseas buyers would be borne by Tea Board India. However, each participating exporter/stakeholder would be required to pay a participation fee of Rs 10,000/- + GST except small tea growers. Small Tea Growers would only be required to submit a fee of Rs 1000/-+ GST
- 2) The participation fees shall be payable 45 days prior to the date of commencement of the event

2.1.4 MARKET RESEARCH, SURVEYS, INTERNATIONAL TEA ORGANISATIONS, MARKET INTELLIGENCE ETC.,

A. OBJECTIVE

To help identify newer markers as well as keep updated about the business trends, changing consumer preferences, market dynamics etc., in the traditional markets as well as the new targeted markets. To help in designing the promotional programs and in gaining key insights for informed decision-making.

B. MODE OF IMPLEMENTATION

- 1) Jointly by Industry stakeholders and Tea Board. Industry stakeholders may be
 - i. Registered Tea Associations, OR
 - ii. Tea companies/Exporters
- 2) Directly by Tea Board

The market research, surveys, market intelligence etc., will preferably be carried out jointly.

C. ELIGIBILITY CRITERIA

In addition to the general guidelines already mentioned in part A of Section I, the eligibility criteria will be as follows

(I) For Registered Tea Association:

1. Registered Tea Associations with at least 20 whole time members.
2. An undertaking to the effect that the Association/Company/Exporter is not under any investigation/ charged / prosecuted/ debarred / black listed on any ground related to trade and business and/or otherwise.

(II) For Tea Companies

1. Group companies and sister concerns will be treated as one company (each exporter representing one company).
2. All Indian companies/exporters registered with Tea Board

D. CONDITIONS

In addition to the general guidelines already mentioned in part A of Section I, and eligibility criteria mentioned above the following conditions will be as follows:

1. The market research, surveys, market intelligence etc. may include purchase of market reports including from the International Tea Organizations, surveys, studies from reputed vendors/organizations etc. e.g. Euromonitor, AC Nielson and market specific survey/research in collaboration with the respective Indian Missions in selected overseas markets.
2. The applicant will be allowed to select and use market survey agencies to execute the campaigns in overseas markets, however the selection should be carried out through transparent tendering process.
3. If any of the details provided by the applicant is found to be incorrect and if any relevant information is found to be suppressed, the amount of support provided by Tea Board will have to be refunded along with applicable interest.

E. SUBMISSION OF APPLICATION

An applicant must apply online at least 60 days in advance of the intended date of the market research, surveys, market intelligence with full cost break-up, period of implementation and justification of the selection of the markets where the market research, surveys, market intelligence are to be carried out.

F. APPLICATION FEE

An application fee of Rs.5000/- plus GST for each market research, surveys, market intelligence

G. SCRUTINY OF APPLICATIONS

The applications received will be scrutinized by a committee consisting of the following:

- i) Deputy Chairman
- ii) Executive Director, Coonoor
- iii) Executive Director, Guwahati

H. ISSUANCE OF SANCTION

1. The sanction for the market research, surveys, market intelligence will be conveyed by Tea Board within 30 days of the submission of application and shall be subject to availability of funds.
2. The market research, surveys, market intelligence should start within 30 days of receipt of sanction.

I. INTIMATION REGARDING COMPLETION OF ACTIVITY

Upon completion of the activity, the applicant has to submit the complete report, as well as a full copy of the purchased market research, surveys, market intelligence before disbursement of funds.

J. DISBURSEMENT

Within 30 days of receipt of satisfactory completion and submission of reports, the Board's share of cost shall be disbursed.

K. SCALE OF ASSISTANCE

The financial assistance would be 50% of the cost for each market research, surveys, market intelligence with an upper ceiling of Rs. 45.00 lakh.

2.1.5 INCENTIVE TOWARDS EXPORT OF TEA THROUGH ICD AMINGAON

A. OBJECTIVE

In order to boost export of teas from the North-East Region, which is land-locked, there was a need to incentivize the exporters exporting teas from that region by enhancing export competitiveness through cost mitigation. The basic objective of the scheme is aimed at defraying costs on account of empty container transportation charges during the return journey from the port of shipment to ICD, Amingaon and Terminal Handling charges (THC) imposed by CONCOR at the ICD, Amingaon.

B. ELIGIBILITY CRITERIA

- 1) All Indian Tea Exporters i.e. Producer Exporters and Merchant Exporters registered with Tea Board and having valid exporters' license are eligible.
- 2) Small tea growers/FPO/FPC/Company having Estate Factory/ BLF/ Co-operative factory/Mini Tea Factory who have obtained Exporter License from Tea Board are also eligible
- 3) The claim shall be restricted to Indian tea only
- 4) Tea exported in all forms (packed/value-added/bulk etc.) is eligible for financial assistance.

C. CONDITIONS

In addition to the general guidelines already mentioned in part A of Section I, and eligibility criteria mentioned above the following conditions will be applicable

- 1) The exporters will have to submit up to date returns to the Tea Board's Statistics Branch online before availing of the aforesaid subsidy
- 2) Incentive can be claimed only for teas exported during the period from the date of inviting applications for the period mentioned therein or till 31st March, 2026 whichever is earlier.
- 3) The sub-component covers only teas exported from I.C.D. Amingaon, Assam. Teas exported in all forms (i.e. bulk, orthodox, C.T.C., black Green tea, tea bags, Instant tea etc.) will be eligible for assistance.

D. SUBMISSION OF APPLICATIONS

- 1) The applicants shall submit their application along with necessary supporting documents through online portal as shown below:

Sl. No.	Document Name
1.	Application form – to be submitted only after shipments of tea/exported are made through ICD, Amingaon
2.	Copy of valid Exporter's License issued by Tea Board
3.	Self-Declaration by the exporter that the teas exported are Indian Tea only
4.	Documentary evidence for the quantity of tea exported through ICD Amingaon, Assam in the form of shipping bills, bill of lading (B/L) with consolidated summary of shipping details
5.	Copy of updated online export returns
6.	Self-Declaration covering the following points: <ul style="list-style-type: none"> • the exporter is not blacklisted from the State/Central Government/ Export Promotion Council/DGFT etc., and • the teas exported by the exporter are free from any contamination and they meet the standards laid down under FSSAI norms
7.	Copy of the Registration Certificate of the Factory for the Producer Exporter/Mini factory Certificate under TMCO

E. APPLICATION FEES

Non- refundable application fee of Rs. 5000/- + 18 % GST (exempted for SC, ST, female and differently-abled persons operating an exporting unit)

F. SCRUTINY OF APPLICATIONS

Scrutiny of applications by the Tea Board officials will be undertaken and the consistency and validity of the submitted claims vis-à-vis the shipment details will be checked.

G. ISSUANCE OF SANCTIONS AND DISBURSEMENTS

Incentive shall be sanctioned upon scrutiny of the claims and after the sanctioning authority is satisfied about the legitimacy of the same. Scrutiny and disbursements will be completed within 30 days of the date of receipt of applications subject to availability of funds.

H. SCALE OF ASSISTANCE

The financial assistance would be @ Rs.2/kg of volume of teas being exported/shipped through ICD, Amingaon, Assam.

2.1.6 INTELLECTUAL PROPERTY RIGHT AND LOGO PROTECTION & PROMOTION

A. OBJECTIVE

To enforce and steadfastly protect as well as promote the myriad logos in various jurisdictions all over the world.

B. MODE OF IMPLEMENTATION – Directly by Tea Board

Selection of firms through tender process as per GFR norms

C. COMPONENTS

1. Registration of Geographical Indications, Certification Trade Marks, Certified Trade Marks, Trade Marks, Copy Right etc of teas of Indian Origin in India and other countries and other related activities of IPR
2. Renewal/amendment of Geographical Indications, Certification Trade Marks, Certified Trade Marks and Trade Mark etc of marks owned by the Board in India and other countries;
3. Opposing such marks which are similar or deceptively similar to the marks owned/promoted by the Board in India and other countries and if required filing of oppositions, appeals, reviews, revisions, cancellation proceedings and defending any such oppositions, appeals, reviews, revisions, cancellation proceedings filed against the marks owned by the Board;
4. Registration/renewal of domain names in the name of the marks owned by the Board;
5. Enrolling into membership of various National and International Associations, Trade Bodies organizations etc., for better protection and promotion of marks owned by the Board;
6. Appointment of legal firms etc., for publication of trade notices, for better protection of marks owned by the Board for promotion of the same
7. Instituting study/survey for better protection of marks owned by the Board;
8. Protection and promotion of marks owned by the Board.

2.2 DOMESTIC TEA PROMOTION

A comprehensive plan for domestic tea promotion shall be prepared under the sub-component. Activities shall be carried out as per the Plan only. The following activities will be undertaken under this sub-component:

Under this component, the Tea Board will fund and facilitate generic promotional campaign through suitable multimedia, social media and other platforms for increasing awareness about the many facets of India Tea. This may include promotional events, advertisements, programs, sponsorships, as well as activities such as, -

1. Endorsements by Celebrities and Brand Ambassadors,
2. Production and dissemination of promotional and publicity materials, etc.,
3. Participation in and organizing other relevant programs such as webinars, seminars, conferences, talk shows, virtual meetings etc.,
4. Promotion through established social media platforms e.g. X (formerly Twitter), Facebook, Instagram, YouTube etc.,
5. Sponsorships of Tea, F&B, lifestyle, health etc., related programme and events.,
6. Tea promotion along with fitness organizations e.g. gyms, yoga center, wellness centers etc.,
7. Endorsements from the wellness and medical fraternity etc., or
8. Increasing awareness among the local populace about the goodness of Indian tea, its many varieties, its positive health attributes etc.

2.2.1 DOMESTIC FAIRS, EXHIBITIONS, EVENTS, LOGO PROMOTION, PR AND NETWORKING, SPONSORSHIPS, SEMINARS, CONFERENCES, WORKSHOPS, BSMS ETC.

2.2.1.1 PARTICIPATION IN DOMESTIC EVENTS, TRADE FAIRS AND EXHIBITIONS ETC ALONG WITH STAKEHOLDERS

A. OBJECTIVE

To reinforce the positive image of tea in the minds of the Indian populace, as well as to promote tea as the preferred beverage with a view to increase consumption.

B. ELIGIBILITY CRITERIA

In addition to the general guidelines already mentioned in part A of Section I, the participation will only be those domestic events, trade fairs and exhibitions which are part of the Comprehensive Domestic promotion Plan prepared and published by Tea Board at the beginning of the Year, the eligibility criteria will be as follows:

1. Indian tea companies registered as per TMCO/ TDECO
2. Applicants shall submit an undertaking that it is not under any investigation/ charged / prosecuted/ debarred / black listed on any ground related to trade and business and/or otherwise.

C. CONDITIONS

In addition to the general guidelines already mentioned in part A of Section I, and eligibility criteria mentioned above the following conditions will be applicable

1. Only Indian tea must be showcased, sampled, displayed at the events. Indian teas not having the major component as *Camellia sinensis*, as well as other origin teas apart from India should not be displayed, sampled/sold/ /promoted under any circumstances for participating in Domestic Fairs & Exhibitions with Tea Board, each applicant is to be provided a minimum exclusive space as far as practicable.
2. Participants are to ensure that their display is put up in an aesthetic manner and their allotted space is manned properly during the full duration of the exhibition.
3. Representatives from the exhibiting companies shall preferably be of senior management level. Leaving the stalls empty before the completion of the event would

be viewed seriously and might lead to non-acceptance of participation in the next event by Tea Board

4. Only one application will be entertained for group companies where the entire group will be considered as one applicant.
5. Advance participation charges and Application Fee will be forfeited if the participant who has confirmed participation pulls out of participation within one month before the commencement of the event.
6. In the event of a greater number of applicants applying than the available space in a particular event/fair/exhibition, preference will be given to the following categories in descending order of importance:
 - i. Companies/Applicants dealing in value added/organic teas/specialty tea
 - ii. MSMEs
 - iii. Small tea growers/ Start Ups
 - iv. Large Companies
7. In case of a greater number of participants within a particular category, the selection of applicant for that particular category would be done through drawing of lots. STGs will be exempted from any charge for the stall except payment of Rs. 1000/-+ GST as participation fee for each applicant. For SC and ST small grower participants, there will be no participation charges.
8. Tea Board will provide basic furnished stall space only. All other requirements e.g. accommodation, sampling equipment, logistics, extra furniture, furnishing etc and other incidental charges will have to be arranged by and borne by the company.
9. A self-declaration that the company has not and will not avail benefit for a particular event from any other scheme of the Government or from any other Government/Semi-government organization.
10. CA certified annual turnover certificate for the last three financial years for companies

D. SUBMISSION OF APPLICATION

1. Indian Companies interested in participation will have to submit application online to Tea Board informing them of their interest in participation.
2. The applications will be called for after uploading the event on Tea Board's website. A cut-off date for receiving applications along with application and participation fees will also be uploaded on the website.

3. In case the requisite number of companies required for the joint participation in the event is not there so as to optimally use the space available with Tea Board, the Tea Board may extend the cutoff date.
4. In case the number of companies who have applied exceeds the space available with Tea Board they will be selected as per the criteria mentioned under 6 & 7 above. However, in case of any cancellation or withdrawals by any of the selected companies opportunity would be provided to the next eligible company in the priority list.

E. APPLICATION FEE

- 1) A sum of Rs 5,000/- + GST is to be submitted as application fees. Small tea growers with valid smart cards to make payments of Rs 1000 /- + GST. SCs and STs are exempt.
- 2) An advance of Rs. 50,000/- /- (Rupees fifty thousand only) on account of participation fee to be submitted at the time of application. Not applicable in case of Start-ups (registered under Start up India)
- 3) In case any selected participant withdraws within one month before the date of the commencement of the event, then his application and participation fees will be forfeited

F. SCRUTINY OF APPLICATIONS

The applications received will be scrutinized and intimation would be conveyed regarding the applicant companies' participation at the earliest

G. ISSUANCE OF SANCTION

The approval for participation would be intimated upon completion of the scrutiny of applications, subject to availability of funds. Travel, boarding and lodging, etc will have to be arranged by the participants themselves.

H. INTIMATION REGARDING COMPLETION OF ACTIVITY

A report and feedback about the event, awareness generated, orders received etc to be submitted within 4 weeks from the date of completion of the event.

I. DISBURSEMENT

Within 30 days of receipt of satisfactory completion report and the Board's share of cost of event shall be disbursed as per the procedure prescribed by Govt of India

J. SCALE OF ASSISTANCE:

- 1) 60% of the total cost of the furnished stall.
- 2) In case of Start- ups 80 % of the total cost for their furnished stall.
- 3) The excess money, if any, on both the sides will be adjusted (refunded/recouped) upon final calculation consequent to completion of the event.
- 4) Tea Board will provide basic furnished stall space only. All other requirements e.g. accommodation, sampling equipment, logistics, extra furniture, furnishing etc and other incidental charges will have to be arranged by and borne by the participant

2.2.2 DOMESTIC PROMOTION FOR ORTHODOX TEA

A. OBJECTIVE

To increase awareness of and benefits of drinking good quality Indian Orthodox teas such as Darjeeling, Assam Orthodox, Nilgiris Orthodox, Kangra Orthodox, Sikkim etc., amongst domestic consumers.

B. MODE OF IMPLEMENTATION

1) Jointly by Industry stakeholders and Tea Board.

Industry stakeholders may be

- a) Registered tea associations, OR
- b) Registered tea companies

2) Directly by Tea Board

The campaigns will preferably be carried out in joint mode.

C. ELIGIBILITY CRITERIA

In addition to the general guidelines already mentioned in part A of Section I, the eligibility criteria will be as follows

(I) For Registered Tea Association:

1. Registered Tea Associations with at least 20 whole time members
2. The members of the Association should be registered as per TMCO /TDECO
3. Applicants shall submit an undertaking that it is not under any investigation/ charged / prosecuted/ debarred / black listed on any ground related to trade and business and/or otherwise.

(II) For Tea Companies

1. A group of minimum four (4) Indian companies/stakeholders will be considered.
2. Group companies and sister concerns will be treated as one company
3. All Indian companies registered with Tea Board

D. CONDITIONS

In addition to the general guidelines already mentioned in part A of Section I, and eligibility criteria mentioned above the following conditions will be as follows:

1. The campaigns may include mass and multimedia communication (print, TV, social and digital media), outdoor promotion and other such activities that are intended towards increasing awareness about Indian Orthodox teas
2. Only Indian Orthodox teas must be promoted for the campaigns. Tea products not having the major component derived from the plant *Camellia sinensis*, as well as other origin teas should not be promoted under this component.
3. Prior approval of Tea Board will be taken for the entire campaign content (including TVCs, print advertisements etc. and other communication)
4. The applicant will be allowed to select and use marketing agencies to design and execute the campaigns, however the selection should be carried out through transparent accepted business practices
5. If any of the details provided by the applicant is found to be incorrect and if any relevant information is found to be suppressed, the amount of support provided by Tea Board will have to be refunded along with applicable interest.

E. SUBMISSION OF APPLICATION

An applicant must apply online at least 90 days in advance of the intended date of the launch of the campaign with full cost break-up under each of the proposed activities and period of implementation. The following information should be included in the application

1. The suggested list of activities with a rationale for the activities chosen
2. Year-wise full details of annual turnover last three years of the members of the association or the group of companies

F. APPLICATION FEE

Non- refundable application fee of Rs 5,000/- + GST for each campaign

G. SCRUTINY OF APPLICATIONS

In addition to points already mentioned in part A of Section 1 the following will be applicable:

- (l) A committee comprising the following members will be constituted for scrutinizing the applications and for according approval to the campaigns:
 - i. Dy. Chairman, Tea Board

- ii. Executive Directors (Coonoor & Guwahati)
- iii. FA & CAO, Tea Board
- iv. One representative from the Promotion Directorate not below the rank of Dy. Director, Tea Board
- v. Two experts from the Industry but not limited to Tea Industry

(II) Selection and approving the campaigns will be done in accordance with the criteria to be drawn up by the Committee, which may include factors such as proposed concept, activities, cost and content of campaigns etc.,

H. ISSUANCE OF SANCTION

1. The sanction for the campaign will be conveyed by Tea Board within 45 days of the submission of application and shall be subject to availability of funds
2. The campaign should start within 45 days of receipt of sanction.

I. INTIMATION REGARDING COMPLETION OF ACTIVITY

Upon completion of the campaigns, the applicant has to submit:

1. Adequate proof of execution and implementation in terms of photographs, videos, links etc.
2. Copies of original invoices along with copy of the advertisements released (in the case of publication) proof for all multimedia, social media operations supported by photographs, videos, links etc.
3. Campaigns under this component should be completed latest by 31st January, 2026 and the completion report should be submitted.

J. DISBURSEMENT

Within 30 days of receipt of satisfactory completion report the Board's share of cost of campaign shall be disbursed as per the procedure prescribed by Govt of India

K. SCALE OF ASSISTANCE

The generic campaign with the Associations and Stakeholders will be undertaken on 50:50 cost sharing mode with lower ceiling limit of Rs.50.00 lakh

2.2.3 BRANDING ACTIVITIES, MARKETING, GENERIC PROMOTION, PR ACTIVITIES, PRODUCTION OF PROMOTIONAL MATERIAL, FREIGHT AND INSURANCE, SOCIAL MEDIA AND MULTI-MEDIA PROMOTIONS ETC.

A. OBJECTIVE

To increase awareness of, and benefits of drinking, good quality Indian tea and its many varieties amongst domestic consumers.

B. MODE OF IMPLEMENTATION

- 1) Jointly by Industry stakeholders and Tea Board.
Industry stakeholders may be
 - a) Registered tea associations, OR
 - b) Registered tea companies
- 2) Directly by Tea Board
The campaigns will preferably be carried out in joint mode.

C. ELIGIBILITY CRITERIA

In addition to the general guidelines already mentioned in part A of Section I, the eligibility criteria will be as follows

(I) For Registered Tea Association:

1. Registered Tea Associations with at least 20 whole time members
2. The members of the Association should be registered as per TMCO/ TDECO
3. Applicants shall submit an undertaking that it is not under any investigation/ charged / prosecuted/ debarred / black listed on any ground related to trade and business and/or otherwise.

(II) For Tea Companies

1. A group of minimum four (4) Indian companies/stakeholders will be considered.
2. Group companies and sister concerns will be treated as one company
3. All Indian companies registered with Tea Board

D. CONDITIONS

In addition to the general guidelines already mentioned in part A of Section I, and eligibility criteria mentioned above the following conditions will be as follows:

1. The campaigns may include mass and multimedia communication (print, TV, social and digital media), outdoor promotion and other such activities that are intended towards increasing awareness about Indian tea
2. Individual brand displays in Departmental Stores, in-store promotion and any other activities associated with promotion of individual brands shall not be supported under the component.
3. Only Indian tea must be promoted for the campaigns. Tea products not having the major component derived from the plant *Camellia sinensis*, as well as other origin teas should not be promoted under any circumstances.
4. Prior approval of Tea Board will be taken for the entire campaign content (including TVCs, print advts etc)
5. The applicant will be allowed to select and use marketing agencies to design and execute the campaigns, however the selection should be carried out through transparent accepted business practices.
6. If any of the details provided by the applicant is found to be incorrect and if any relevant information is found to be suppressed, the amount of support provided by Tea Board will have to be refunded along with applicable interest.
7. Campaigns aimed at promotion of specific brands shall not be eligible for funding.

E. SUBMISSION OF APPLICATION

An applicant must apply online at least 90 days in advance of the intended date of the launch of the campaign with full cost break-up under each of the proposed activities and period of implementation. The following information should be included in the application

1. The suggested list of activities with a rationale for the activities chosen
2. Year-wise full details of annual turnover (last three years) of the members of the association or the group of companies

F. APPLICATION FEE

Non- refundable application fee of Rs 5,000/- + GST for each campaign

G. SCRUTINY OF APPLICATIONS

In addition to points already mentioned in part A of Section 1 the following will be applicable:

- (I) A committee comprising the following members will be constituted for scrutinizing the applications and for according approval to the campaigns:

- i. Dy. Chairman, Tea Board
- ii. Executive Directors (Coonoor and Guwahati)
- iii. FA & CAO, Tea Board
- iv. One representative from the Promotion Directorate not below the rank of Dy. Director, Tea Board
- v. Two experts from Industry but not limited to Tea Industry

(II) Selection and approving the campaigns will be done in accordance with the criteria to be drawn up by the Committee, which may include factors such as proposed concept, content and cost of campaigns etc.,

H. ISSUANCE OF SANCTION

1. The sanction for the campaign will be conveyed by Tea Board within 45 days of the submission of application and shall be subject to availability of funds
2. The campaign should start within 45 days of receipt of sanction.

I. INTIMATION REGARDING COMPLETION OF ACTIVITY

Upon completion of the campaigns, the applicant has to submit:

1. Adequate proof of execution and implementation in terms of photographs, videos, links etc.
2. Copies of original invoices along with copy of the advertisements released (in the case of publication) proof for all multimedia, social media operations supported by photographs, videos, links etc.
3. Campaigns under this component should be completed latest by 31st January, 2026 and the completion report should be submitted.

J. DISBURSEMENT

Within 30 days of receipt of satisfactory completion report the Board's share of cost of campaign shall be disbursed as per the procedure prescribed by Govt of India

K. SCALE OF ASSISTANCE:

The generic campaign with the Associations and Stakeholders will be undertaken on 50:50 cost sharing mode with lower ceiling limit of Rs.50.00 lakh

2.2.4 SUPPORT FOR BRAND PROMOTION TO START UPS ETC.

A. OBJECTIVE

To increase avenues for entrepreneurship in Indian tea Industry provide support to start-ups for carrying out their promotional campaigns and build awareness about new and alternate business models followed by them

B. MODE OF IMPLEMENTATION

Implementation by Startups, with support from Tea Board

C. ELIGIBILITY CRITERIA

In addition to the general guidelines already mentioned in part A of Section I, the eligibility criteria will be as follows:

1. Registration with startup India.
2. Applicants shall submit an undertaking that it is not under any investigation/ charged /prosecuted/ debarred / black listed on any ground related to trade and business and/or otherwise.

D. CONDITIONS

In addition to the general guidelines already mentioned in part A of Section I, and eligibility criteria mentioned above the following conditions will be as follows:

1. The campaigns carried out by start-ups can include mass media communication (print, TV, social and digital media, outdoor promotion (such as branding on buses, metros, hoardings etc.)
2. Only Indian tea must be promoted in the campaigns carried out by startups. Tea products not having the major component derived from the plant *Camellia sinensis*, as well as other origin teas should not be promoted under any circumstances.
3. Prior approval of Tea Board will be taken for the entire campaign content (including TVCs, print advertisements etc.,)
4. The applicant will be allowed to select and use marketing agencies to design and execute the campaigns, however the selection should be carried out through transparent tendering process.

5. If any of the details provided by the applicant is found to be incorrect and if any relevant information is found to be suppressed, the amount of support provided by Tea Board will have to be refunded along with applicable interest.

E. SUBMISSION OF APPLICATION

An applicant must apply online at least 90 day in advance of the intended date of the launch of the campaign with full cost break-up under each of the proposed activities and period of implementation. The suggested list of activities with a rationale for the activities chosen shall be included in the application

F. APPLICATION FEE

Non- refundable application fee of Rs 5,000/- + GST for each campaign

G. SCRUTINY OF APPLICATIONS

In addition to points already mentioned in part B of Section 1 the following will be applicable

- I. A committee under the chairpersonship of Deputy Chairman, Tea Board comprising the following members will be constituted for scrutinizing the applications and for according approval to the campaigns to be done by Startups:
 - i. Dy. Chairman, Tea Board
 - ii. Executive Director (Coonoor & Guwahati)
 - iii. FA & CAO, Tea Board
 - iv. One representative from the Promotion Directorate not below the rank of Dy. Director, Tea Board
 - v. Two experts from the industry but not limited to Tea Industry

- II. Selection of the startup and approval of the campaigns will be done in accordance with the criteria to be drawn up by the Committee, which may include factors such as proposed concept, content and cost of campaign, size of business of the startup, number of years of existence of the startup etc.,

H. ISSUANCE OF SANCTION

1. The sanction for the campaign will be conveyed by Tea Board within 45 days of the submission of application and shall be subject to availability of funds.
2. The campaign should start within 45 days of receipt of sanction.

I. INTIMATION REGARDING COMPLETION OF ACTIVITY

Upon completion of the campaigns, the applicant has to submit:

1. Adequate proof of execution and implementation in terms of photographs, videos, links etc.
2. Copies of original invoices along with copy of the advertisements released (in the case of publication) proof for all multimedia, social media operations supported by photographs, videos, links etc.
3. Campaigns under this component should be completed latest by 31st January, 2026 and the completion report should be submitted

J. DISBURSEMENT

Within 30 days of receipt of satisfactory completion report, the Board's share of cost of campaign shall be disbursed as per the procedure prescribed by Govt of India

K SCALE OF ASSISTANCE

50% of the total cost of campaign/project

2.2.5 SETTING UP OF VALUE-ADDITION UNITS (BLENDING & PACKAGING UNITS)

A. OBJECTIVE

The objective behind this sub-component is to enhance the export of Indian Tea through value-added packaged tea exports. It is proposed to set up blending & packaging units at the designated locations in India, which will serve as common user facilities (CFC) for value-addition and packing for exports. They will be offered on first-come-first-serve basis as per the requirements of the individual users. A user only pays for the services it uses.

B. ELIGIBILITY CRITERIA

- 1) Any entrepreneur, willing to set up a unit, and confirming to run it on sustained basis and to offer it for utilization on user charge basis.
- 2) The applicant must have a minimum average turnover of Rs. 25 crores during the last 5 years

C. CONDITIONS

1. The installed packing capacities that would be eligible for financial assistance should not be less than 80 tons of tea packets and 20 tons of tea bags per month
2. All statutory licenses and approval shall be required to be obtained by the applicant
3. Preference will be given to proposals for setting up units dealing with packaging of tea in tea bags and packaging of organic tea, green tea and flavored tea.
4. Only Indian tea needs to be packed in packages of not more than 3 kg. Packaging in bulk packs is not allowed.
5. Only one application per company in a financial year shall be entertained for consideration of the subsidy.
6. Completed project proposal comprising project-cum-site plan and all investment details, quotations and cost estimates have to be submitted.
7. Financial assistance shall not be allowed for any equipment if imported under the Export Promotion Capital Goods Import (EPCG) scheme or any other pertinent scheme. A certificate/declaration to this effect is to be given that similar benefit has not been availed of from such Scheme(s).
8. Quality Certifications such as HACCP, ISO, GMP and other requisite Food safety standard certifications will have to be obtained from the authorized agencies.

9. The installation of all the machineries/civil work in the unit shall be completed by the applicant within four (04) months from the date of receipt of approval of the project and commencement of operations should begin within 45 days after the installations of the machines/equipment. Tea Board shall have the right to adjust sanctioned amount of financial assistance with defaulted dues pertaining to any other scheme of the Board at the time of releasing the financial assistance.
10. A unit cannot be sold or ownership transferred for a minimum period of 10 years after receipt of full financial assistances from Tea Board.
11. Financial assistances will not be given for units where machineries have already been procured/ installed and/or civil work has been completed prior to submission of the application.
12. The beneficiary shall allow full access to the officers of the Tea Board India and other representatives authorized by the Tea Board India on its behalf for inspecting the unit, verifying its records.
13. He/she shall adopt all recommendations with regard to good manufacturing practices, procurement of raw materials, storing of teas etc.
14. The unit should offer the following services:
 - (i) Tea Blending facility: This should include blending drum with storage hopper, vibrator for feeding blended tea, de-stoner plant, vibrator shifter with feed chute etc.
 - (ii) Tea Packaging facility: This should comprise machines for packing tea in different formats and sizes of tea packets and tea bags.
 - (iii) The units after their set up should also obtain factory stuffing permissions in order to enable calling for containers and directly moving to ICD/Port from the unit.
 - (iv) The units should also have storage spaces for raw material and finished goods for a maximum of 30 days of storage capacity.
 - (v) The unit should have facility for carrying out pre-packing operations such as cleaning, grading and sorting, which is preferably integrated with the packing lines.
 - (vi) The unit should have hassle-free inbound logistics about tea ingredients and other material such as packing material and outbound logistics of the stuffed containers.

D. SUBMISSION OF APPLICATION

Application shall be submitted online uploading the following documents:

- i. Copies of Registrations and Trade Licenses
- ii. CA certificates about the Balance Sheets, P & L statements (for the last 5 years)
- iii. Full project proposal

- iv. All the Quality Certificates and the requisite Food safety standard certificates.

E. APPLICATION FEE

A non-refundable application fee of Rs. 10000/- to be paid online only

F. SCRUTINY OF APPLICATIONS AND SELECTION

In addition to the points already mentioned at Sections B, C & D, the following will be applicable in the context of selection:

(I) A committee comprising the following members will be constituted for scrutinizing the applications and for according approval to the projects:

- i. Dy. Chairman, Tea Board
- ii. Executive Directors (Coonoor & Guwahati)
- iii. FA & CAO, Tea Board
- iv. One representative from the Promotion Directorate not below the rank of Dy. Director, Tea Board
- v. Two experts from Industry but not limited to Tea Industry

(II) Selection and approving the projects will be done in accordance with the criteria to be drawn up by the Committee., which may include factors such as location of the project, company profile, capacity of packing facility proposed, financial health, extent of coverage/outreach to the stakeholders etc in order to provide maximise opportunities for value-added exports etc.

G. INTIMATION ABOUT COMPLETION OF PROJECTS

- 1) Intimation regarding completion of installment of machineries and commissioning of the plant should be given to Tea Board in writing in line with the point 9 of the Section C.
- 2) All bills/invoices, money receipts and completion certificates along with certified expenditure details for civil work from a government registered civil engineer will need to be submitted.
- 3) Adherence to the above two requirements will enable Tea Board in releasing trances of financial assistances in line with the disbursement schedule as delineated below.

H. SCHEDULE OF DISBURSEMENTS

The disbursements will be made in line with the following schedules:

Sr. No.	Schedule	Quantum of disbursements
1.	After installment of machineries & equipment	First tranche (20%)
2.	Upon commencement of operations	Second tranche (40%)
3.	After 2 months of operations	Third tranche (40%)

Note: Prior to release of the second tranche, no dues certificates are required to be obtained from the machineries/equipment vendor(s) in all respects.

I. SCALE OF ASSISTANCE

Scale of assistance would be on 50: 50 basis up to a ceiling of Rs 10 Cr. However, the land needs to be arranged by the selected company.

खण्ड - V

SECTION - V

तकनीकी हस्तक्षेप

TECHNOLOGICAL INTERVENTION

COMPONENT 3: TECHNOLOGICAL INTERVENTION

OBJECTIVE

Technological interventions by the Board will help the organization by providing tools that can be used to improve efficiency and productivity. By automating processes, the time and resources required to complete tasks can be reduced. Using technology will help improve public service delivery, and at the same time improve in collection, collation and analysis of data.

The Board will also explore the use and adoption of technology by the industry, particularly, the small tea growers for Improved extension services, information dissemination, and service delivery to its stakeholders by Tea Board.

3.1 ACTIVITY: DIGITIZATION OF TEA BOARD

A. ACTIVITIES

The activities to be undertaken by the Board should include but not limited to:

- 1) Implementation of e-Office: For electronic creation, processing and movement of files and documents in online mode
- 2) Scanning of all the files, documents etc. with meta data and Document Management System for storing, searching and retrieval of such digitized data for bringing legacy files in electronic repository and easy accessibility
- 3) Implementation of e HRMS: for personnel and human resource management system

B. IMPLEMENTATION

The activity under this component will be implemented by Tea Board through outsourced agency (Vendor). The selection of the vendor will be done by Tea Board following internal accounting procedure of approval as per GFR norms. The list of the selected vendor and their activity will be uploaded on Tea Board's website

C. SCALE OF FINANCE

The amount will be released to selected vendor on actuals as per the procedure prescribed by Government of India

3.2. ACTIVITY: E-IMPLEMENTATION OF SCHEME COMPONENT/ DBT/ SERVICE PLUS / VENDORS/GEO TAGGING

A. ACTIVITIES

Activities to be implemented by the Board should include but not limited to:

- 1) Implementation of web-based applications for the use of internal and external stakeholders of the tea industry for monitoring quality of tea and delivery of services to the stakeholders for transparency and ease of doing business
- 2) Implementation of scheme online through ServicePlus Platform for monitoring and ease of doing business
- 3) Geo Tagging of tea gardens and factories with geo spatial meta data such as latitude, longitude coordinates for distinct identification and policy decisions
- 4) Strengthening of an IT enabled electronic platform for sale of tea and e-trading of tea waste for facilitating primary marketing of tea and fair price discovery

B. IMPLEMENTATION

The activity under this component will be implemented by Tea Board through outsourced agency (Vendor). The selection of the vendor will be done by Tea Board following internal accounting procedure of approvals as per GFR norms. The list of the selected vendor and their activity will be uploaded on Tea Board website

C. SCALE OF FINANCE:

The amount will be released to selected vendor as per the procedure prescribed by Government of India

3.3. ACTIVITY: TECHNOLOGICAL INTERVENTION FOR TEA PLANTATION INCLUDING PRECISION FARMING, DRONE SURVEILLANCE

A. ACTIVITIES

Activities under this component to be implemented by the Board should include but not limited to:

1) Drone Surveillance

In tea plantation, Drone can be used for Surveillance in small tea growers sector in order to predict pest and disease infestation/infection. With the use of Drone, high precision cameras and static cameras, the small tea growers can take precautionary measures for controlling of pest and disease in appropriate time and in effective manner which in turn will help in reducing the chemical application and to reduce the cost of production. Use of Drone will also help the growers to make assessment of shoot growth and timely plucking to maintain the standard of green leaf and to make good quality tea.

The following methodology would be followed:

- a) Drone service may be availed by Board's office, members of SHGs/ FPOs/ FPCs or tea estates.
- b) The responsibility for maintenance of the drone will be vested on the agency roped in for providing the drone services.
- c) Tea Board will procure the drone services for the tea growing areas of small growers. However, the day-to-day maintenance will be done by the agency providing the services.
- d) Data obtained from drones, static cameras & high precisions cameras will be used for forecasting of pest and disease occurrence, tea shoot growth, etc. and the activities will be carried out on pilot project basis.
- e) Training will be provided to Boards' Officers and Members of SHG / FPO / FPC on use of drones.
- f) An agreement will be made with SHG / FPO / FPC

2) Precision Farming

With the advancement in technology and introduction of Artificial intelligence, sensor-based gadgets in plantations can help the small tea growers /estates in planning application of chemicals, fertilizer, requirement of irrigation knowing about rainfall pattern, humidity, temperature, soil moisture etc. of a particular area. This will help in judicious use of chemicals,

fertilizer, pesticides, irrigation and in turn will reduce the cost of cultivation and chemical load on finished product and on the soil ecosystem.

Precision farming would include but not limited to:

- a) To develop a system with involvement of AI (Artificial Intelligence) and sensor-based technique.
- b) To develop an integrated system which can provide daily based information on weather forecasts including rainfall, humidity, sunshine hours, temperature variations soil moisture etc., with a provision of archiving it
- c) To provide option for issuing of advisory through SMS, voice calls etc. to farmers.
- d) To provide hardware repair and maintenance support.
- e) Implementation in all tea growing regions in India or on pilot basis
- f) Modification of the system (post implementation) based on implementation feedback.
- g) Housekeeping, backup and recovery operations to ensure integrity, good health of the systems and databases.

3) Leveraging the available technologies for the above, like:

- a. Applications leveraging the 5G technology
- b. Applications using Artificial Intelligence and Machine Learning
- c. Applications using Internet of Things (IoT)
- d. Applications involving data analytics
- e. Use of Virtual Reality and Augmented Reality for imparting training to the growers and stakeholders in general
- f. Development and implementation of applications using cutting-edge technology including use of GPS etc.
- g. Any other relevant and upcoming technology of use for stakeholders would also be explored

B. IMPLEMENTATION

The activities under this component will be implemented by Tea Board through outsourced agency. The selection of the outsourced agency (Vendor) will be done by Tea Board following internal accounting procedures of approvals as per GFR norms. The list of the selected vendor and their activity will be uploaded by Tea Board on its website.

The detailed actions under each activity (1 & 2) will be designed uniformly and circulated to all field offices for implementation after selection of the vendor.

SCALE OF FINANCE: at actuals.

3.4. ACTIVITY: TRACEABILITY AND BLOCK CHAIN

A. ACTIVITIES

Activities under this component to be implemented by the Board should include but not limited to:

1. Traceability

The tea industry is grappling with challenges related to productivity issues of the organized segment, quality control, regulatory aspects, price monitoring and various other issues due to the rapid growth of the small tea growers' segment which include – imparting advisory around good agriculture practices (GAP), maintaining quality, tracking the product movement (traceability), knowledge about markets and other inputs related to plantation.

2. Block Chain

Quality Management, block chain and traceability are a critical issue in the tea sector, especially due the rapid emergence of the STG segment and proliferation of BLFs, agents who act as aggregators of leaves from multiple STGs. This will ensure putting in place a proper technology to overcome the traceability challenges. The Board has developed a mobile application “Chai Sahyog” towards this end and this is proposed to be taken forward and implemented for small growers

3. Study on Technological Interventions and Trade

B. IMPLEMENTATION

The activity under this component will be implemented by Tea Board through outsourced agency. The selection of the outsourced agency will be done by Tea Board following internal accounting procedures of approvals as per GFR norms. The list of the selected vendor and their activity will be uploaded on Tea Board's website

The detailed actions under each activity (1, 2 & 3) will be as per the terms and conditions defined while selection of the vendor uniformly and circulated to all stakeholders for information and actions after finalization.

C. SCALE OF FINANCE

At actuals

खण्ड - VI

SECTION - VI

अनुसंधान और विकास

RESEARCH & DEVELOPMENT

COMPONENT 4. RESEARCH AND DEVELOPMENT

4.1 Product Development and Diversification (Research on blends for international market), Maximum Residue Limits (MRL), pest and disease management etc.

4.1.1 Product Development and Diversification (Research on blends for international market)

A. OBJECTIVE

The primary objective of the scheme is to facilitate and support development of products and diversification of tea (blends for international market, tea-based value-added products etc.).

B. ELIGIBILITY CRITERIA

Project proposals can be submitted for financial support by any R&D institutions (Govt./Autonomous body/ private, industry supported/registered societies/Laboratories) having infrastructure/facilities to carry out such work and having experience in developing similar kind of products in other food categories or having experience in tea blending are eligible. Preference would be given to startups (recognized by Department for Promotion of Industry and Internal Trade) creating innovative solutions.

C. CONDITIONS

In addition to the general guidelines already mentioned in part A of Section I and eligibility criteria mentioned above, the following criteria will need to be fulfilled.

1. The duration of each project will be no more than 12-15 months from the date of initiation of the project.
2. Board will call for proposals on the areas of research as specified above through its website. Eligible organizations as per the above-mentioned eligibility criteria may apply within 30 days of advertisement of such proposals.
3. The proposed budget should clearly mention the breakup of fund requirement along with proper justification on recurring cost (manpower, consumables, travel) and non-recurring cost (instruments/equipment required to carry out the project as per defined objectives, if any).

D. SUBMISSION OF APPLICATION

Application shall be submitted online along with the following documents:

- 1) Forwarding letter/consent letter
- 2) Project proposal with clearly defined objectives and deliverables
- 3) Detailed Work plan
- 4) Time line for each activity
- 5) Financial implications/budget (detailed break up on recurring and non-recurring costs)
- 6) Credentials of the applicant organization

E. APPLICATION FEES

A non-refundable application fees of Rs.5,000/-+ applicable GST for each Research project is required to be paid online.

F. SCRUTINY OF APPLICATION, ISSUANCE OF SANCTION AND DISBURSEMENT

In addition to the points already mentioned in Part B & D of Section -I, the following will be applicable in the context of selection:

- 1) An Experts Advisory Committee (EAC) comprising of the following members constituted by Tea Board will be responsible for the overall execution and monitoring of this component. The EAC will evaluate the applications and select projects for allotment of funds, monitor the progress, and take all necessary measures for efficient implementation towards fulfillment of objectives of this component.
 - a) Dy. Chairman, Tea Board
 - b) Executive Directors (Coonoor & Guwahati)
 - c) Financial Advisor & Chief Accounts Officer, Tea Board
 - d) Director Research/Representative of Research Directorate, Tea Board
 - e) Two Experts from Industry related to product innovation, development & Research
- 2) Selection and approval the projects will be done in accordance with the criteria to be drawn up by the above Committee., which may include factors such as need for the idea, feasibility of this study, potential impact, fund utilization etc.
- 3) Upon scrutiny, if the application is found incomplete or does not have required documents enclosed, the application will be summarily rejected.

- 3) EAC will evaluate applications and select projects for funding within 30 days of receipt of application. Sanction will be accorded on the basis of total budget allocated and availability of fund under this component.
- 4) The status of the application will be uploaded in the portal.
- 5) The applicant is required to upload Letter of Undertaking (LoU) within 7 days of such sanction.
- 6) Payments will be released within a period of 30 days as per the procedure prescribed by Government of India.
- 7) Disbursement will be made as per followings:

Sl no.	Schedule	Quantum of disbursements
1	Sanction of the project	First Tranche (40%)
2	After six months	Second Tranche (40%)
3	After completion of full project	Third Tranche (20%)

- 10) For disbursement of the Fund, fulfilment of the followings will be required:
 - a) For first tranche: Sanction of the project by the EAC.
 - b) For second Tranche: i) Interim Progress Report; ii) Statement of Accounts and Balance Sheets; and iii) Audited Utilization Certificate (UCs) and other requisite documents required for the fund disbursement at the time of seeking further installments of the fund.
 - c) For third tranche: Project completion report and project outcome with full UC of funds.

G. SCALE OF ASSISTANCE:

The following scale of assistance will be applicable for this scheme:

Scale of assistance would be on 50:50 basis up to a maximum ceiling of Rs. 25 lakh for each project

4.1.2 Quality of tea including Maximum Residue Limits (MRL), pest and disease management etc. [Research on technology-driven grading of tea, detection of pesticide residues in green leaves of tea (Rapid Test Kits, hand held devices, sensor-based technology etc.)]

A. OBJECTIVE

The primary objective of the scheme is to facilitate and support development of Rapid Test Kits, hand held pesticide residue detector, sensor-based technology like Portable sensors equipped with smartphones for grading of tea, detection of pesticide residues in green leaves of tea.

B. ELIGIBILITY CRITERIA

Project Proposals can be submitted for financial support by any R&D institutions (Govt./Autonomous body/ private, industry supported)/registered societies/Laboratories having infrastructure/facilities to carry out such work and having experience in developing similar kind of products are eligible. Preference would be given to startups (recognized by Department for Promotion of Industry and Internal Trade) creating innovative solutions in this genre.

C. CONDITIONS

In addition to the general guidelines already mentioned in part A of Section I and eligibility criteria mentioned above, the following criteria will need to be fulfilled.

1. The duration of each project will be no more than 15-18 months from the date of initiation of the project.
2. Board will call for proposals on the areas of research as specified above through its website. Eligible organizations as per the above-mentioned eligibility criteria may apply within 30 days of advertisement of such proposals.
3. The performance of each project will be evaluated by a committee comprising of eminent scientists from Tea Fraternity and to be selected by the Research Directorate Tea Board.
4. The proposed budget should clearly mention the breakup of fund requirement for the project along with proper justification on recurring cost (manpower, consumables, travel) and non-recurring cost (instruments/equipment required to

carry out the project as per defined objectives, if any), and demonstrate the parameters for commercial viability of the project.

D. SUBMISSION OF APPLICATION

Application shall be submitted only online and the following documents are to be uploaded online with the application.

1. Forwarding letter/consent letter
2. Project proposal with clearly defined objectives and deliverables
3. Financial implications/budget (detailed break up on recurring and non-recurring costs)
4. Detailed Work plan
5. Time line of each activity
6. Credentials of the applicant organization

E. APPLICATION FEES

A non-refundable application fees of Rs.5,000/-+ applicable GST for each Research project is required to be paid online.

F. SCRUTINY OF APPLICATION, ISSUANCE OF SANCTION AND DISBURSEMENT

In addition to the points already mentioned in Part B & D of Section -I, the following will be applicable in the context of selection:

- 1) An Experts Advisory Committee (EAC) comprising of the following members constituted by Tea Board will be responsible for the overall execution and monitoring of this component. The EAC will evaluate the applications and select projects for allotment of funds, monitor the progress, and take all necessary measures for efficient implementation towards fulfillment of objectives of this component.
 - a) Dy. Chairman, Tea Board
 - b) Executive Directors (Coonoor & Guwahati)
 - c) Financial Advisor & Chief Accounts Officer, Tea Board
 - d) Director Research/Representative of Research Directorate, Tea Board
 - e) Two representatives from the Tea industry

- 2) Selection and approval the projects will be done in accordance with the criteria to be drawn up by the above Committee., which may include factors such as need for the idea, feasibility of this study, potential impact, fund utilization etc.
- 3) Upon scrutiny, if the application is found incomplete or does not have required documents enclosed, the application will be summarily rejected.
- 4) EAC will evaluate applications and select projects for funding within 30 days of receipt of application. Sanction will be accorded on the basis of total budget allocated and availability of fund under this component.
- 5) The status of the application will be uploaded in the portal.
- 6) The applicant is required to upload Letter of Undertaking (LoU) within 7 days of such sanction.
- 7) Payments will be released within a period of 30 days as per the procedure prescribed by Government of India.

Disbursement will be made as per followings:

Sl no.	Schedule	Quantum of disbursements
1	Sanction of the project	First Tranche (40%)
2	After six months	Second Tranche (40%)
3	After completion of full project	Third Tranche (20%)

For disbursement of the Fund, fulfilment of the followings will be required:

- a) For first tranche: Sanction of the project by the EAC.
- b) For second Tranche: i) Interim Progress Report; ii) Statement of Accounts and Balance Sheets; and iii) Audited Utilization Certificate (UCs) and other requisite documents required for the fund disbursement at the time of seeking further installments of the fund.
- c) For third tranche: Project completion report and project outcome with full UC of funds.

G. SCALE OF ASSISTANCE

Scale of assistance would be on 50:50 basis of the total cost of the project up to a ceiling limit of Rs. 50 lakhs

4.2 Support to Tea Research Institutes: Grant in aid to TRA, UPASI, upgradation and streamlining of Darjeeling Tea Research Development Centre (DTRDC) and Quality Control Laboratory (QCL)

4.2.1: Grant in aid to TRA and UPASI

A. OBJECTIVE

To support Tea Research Institutes for undertaking focused research and extension activities for the improvement of production and quality, processing, mechanization and other relevant demand driven research for tea industry.

B. ELIGIBILITY CRITERIA

Tea Research Institutes under the ambit of Tea Research Association, Kolkata, West Bengal and United Planters' Association of South India - Tea Research Foundation, Tamil Nadu having DSIR recognition and experience in handling research projects.

C. CONDITIONS

In addition to the general guidelines already mentioned in part A of Section I and eligibility criteria mentioned above, the following criteria will need to be fulfilled.

1. Grant will be released on quarterly basis upon receipt of requisition from the TRIs.
2. Performance report in a specific format (quantifiable outputs such as technology generated, commercialized and used by the industry, publications, patents etc.) has to be vetted by the Director/Council of Management/Trustee and ultimately signed by the Chairman/President of TRIs. Such format needs to be submitted along with the requisition for fund release.
3. The grant shall not be diverted to / or utilized for the purpose other than those for which it is sanctioned.
4. TRIs will submit its accounts for audit promptly whenever required to do so.

D. SUBMISSION OF APPLICATION

Application shall be submitted under this activity only through online with the following information/documents.

1. Quarterly requisition of fund
2. Quarterly performance report

E. APPLICATION FEES

No application fee is applicable under this component

F. SCRUTINY OF APPLICATION, ISSUANCE OF SANCTION AND DISBURSEMENT

In addition to the points already mentioned in Part B & D of Section -I, the following will be applicable in the context of scrutiny, issuance of sanction and disbursement:

1. Quarterly requisition of fund and Quarterly performance report submitted by TRA and UPASI-TRF will be scrutinized initially by the Research Directorate and then the Finance Br. of Tea Board.
2. The 49% grant sharable by Tea Board under five defined heads will be checked and restricted to the cap defined in this component.
3. Sanction will be accorded on the basis of total budget allocated and availability of fund under this component.
4. Payments will be released within a period of 30 days as per the procedure prescribed by Government of India.

G. SCALE OF ASSISTANCE

49% funding is proposed in the form of regular grant-in-aid under 5 identified heads to both TRA and UPASI-TRF, subject to a cap based on average expenditure of 2016-17.

The five identified heads for Grant-in aid to two TRIs include the followings:

Sl. No.	TRA	UPASI-TRF
1	Salary	Salary and allowances (including PF & Gratuity)
2	PF	Printing and stationery
3	Gratuity	Electricity and water supply
4	Medical	Travelling and vehicle
5	Training	Consumables for R&D

4.2.2: Up gradation and streamlining of Darjeeling Tea Research Development Centre (DTRDC) and Quality Control Laboratory (QCL)

Both DTRDC, Kurseong and Quality Control Laboratory, Siliguri are under the direct administrative control of Tea Board. This component aims to upgrade and streamline the ongoing and new research and analytical activities of DTR&DC, Kurseong and Quality Control Laboratory (QCL), Tea Board, Tea Park, Siliguri. Expenditure for both the centers for day-to-day research and analytical activities, maintenance of experimental field, maintenance of laboratory equipment and administrative costs including electricity and water, remuneration and wages of manpower, chemicals and consumables for tea testing will be met as per GFR norms.

4.3 Capacity Building - Scientific Seminars and Workshops and capacity building/training of Board officers

A. OBJECTIVE

Tea Board will provide training, conduct seminar, awareness programme on various technical issues to the stakeholders for technology transfer. Capacity building and training of the Officers of the Board would also be undertaken for updating the knowledge on scientific tea cultivation including food safety, regulatory issues for effective deliverance of duties and responsibilities.

B. IMPLEMENTATION

- 1) The selection of the vendor (training institutes) shall be done by Tea Board following GFR norms.
- 2) Payment will be released as per the procedure prescribed by Government of India
- 3) Cost of training/seminar/awareness programme: Rs. 20,000 per workshop/seminar and in multiples / pro rata for bigger workshops / seminar. At actual for institutional training of Boards Officers.

खण्ड - VII

SECTION - VII

कल्याण और क्षमता निर्माण

**WELFARE AND CAPACITY
BUILDING MEASURES**

COMPONENT 5: WELFARE AND CAPACITY BUILDING MEASURES

5.1. ACTIVITY: CAPACITY BUILDING- WORKSHOP, SEMINARS & INSTITUTIONAL TRAINING, GAP, GMP, HEALTH AWARENESS CAMPS FOR WORKERS ETC.,

A. OBJECTIVE

To address the needs of small tea growers, SHGs, FPOs / FPCs training would be provided on technical aspects like Good Agriculture Practice (GAP), Good Manufacturing Process (GMP), climate change mitigation measures, Integrated Nutrient Management (INM), Integrated Pest management (IPM), seasonal field practices. Training and workshops will also be provided on packaging and branding, value addition, group formation, basic accounting and book keeping, office management, office management, office automation, leadership skills, demonstration pruning, demonstration usage of field equipment etc. Health awareness camps would be conducted for tea garden workers.

B. ACTIVITIES

The activities would be carried out as per a Capacity Building Plan that would be prepared by Tea Board, which would lay down the objectives and outcomes of the trainings and the manner these would be carried out in tea growing areas with the objective of maximum coverage within the resources available. The activities that would be carried out by the Board, or through Institutions, would include the following, but not limited to:

- 1) Training by the Board's official through workshops wherein persons from reputed institutes, research Institutes, experts and from tea industry would participate as resource person.
- 2) Local exposure visit within the zone.
- 3) Need based conference on climate change, scientific agricultural topics for groups of small tea growers/workers engaged in the tea gardens
- 4) On campus training, including residential training at TRA/UPASI–TRF/ Agricultural Universities having Tea Science Course/IIPM facilities/Indian Institute of Packaging and other Government recognized training institutes.
- 5) Trainers' Training Programmes for skill and knowledge up gradation of field trainers by bringing in industry experts and reputed institutes.
- 6) Awareness / check-up camps and programme to encourage awareness about health, hygiene, sanitation, nutrition and safety amongst the workers of tea garden with the help of resource persons/agencies having relevant experience in this field.
- 7) Training to workers to address various issues like absenteeism in tea gardens,

alcoholism, mal-nutrition etc.

- 8) This activity will also be used for formation and handholding of SHGs/FPOs/FPCs

C. CONDITIONS

- 1) The minimum numbers of participants for conducting seminars, workshops, conference, field exposures, on campus training etc., shall be 25 numbers
- 2) The scale of expenditure can be at pro-rata basis, if the number of beneficiaries are more than 25 numbers
- 3) The beneficiaries viz., small tea growers must have the Tea Board QR Code card and in case of tea garden workers must be from Tea Board registered tea garden

D. SUBMISSION OF APPLICATION

The Institution imparting training will submit online application in portal along with following information and documents,

- a) Name of the topic and target beneficiary
- b) Name with QR Code in case the beneficiaries are small tea growers
- c) In case of workers, the names of the workers as nominated by the Estate management/ Manufacturing units
- d) Proposed date of training / awareness camp / conference
- e) Nature of training (to be conducted by Board / Institutional training)
- f) Venue of the training / awareness camp / conference
- g) Subject / topics of training / awareness camp / conference
- h) Number of participants with mobile numbers
- i) Caste certificates in case of SC / ST
- j) Name of resource person (s)
- k) Estimated cost along with breakup
- l) Proposal from concerned Institute with cost for Institutional Training
- m) Bank account details of the Boards officer in case of training to be conducted by the Board
- n) Bank account details of Institute in case of Institutional training with PAN and GST

E. APPLICATION FEES

No application fees will be charged under this activity

F. SCRUTINY OF APPLICATION

Upon fulfillment of eligibility criteria, conditions and scrutiny of documents submitted, the availability of funds under this component will be checked basis sanctions already granted under this component and the total budget allocated, sanction will be accorded as advance and the status of the application will be updated online within 07 days.

G. INTIMATION REGARDING COMPLETION OF ACTIVITY AND SETTLEMENT OF ADVANCES

Post sanction of the application, the Tea Board Officer or the Institutions will conduct the program within 15 days and submit the following after completion of program:

1. Name of the beneficiaries with details like QR Code/Estate or Manufacturing unit letter head
2. Copy of original Bills and invoices of the expenditure incurred for conducting the program duly certify by the concerned officer/institution
3. Statement of expenditure duly certified by the officer conducting the program
4. Name of the topic/training program
5. Geo-tagging of the site with photographs
6. Report on the training program

The completion report will be scrutinized of the documents submitted and the statement of the expenditure and the training cost will be settled at actuals (within the ceiling limit) following internal accounting procedures of approvals as per GFR norms

H. SCALE OF EXPENDITURE

As per the plan.

5.2. ACTIVITY: EDUCATIONAL SUPPORT TO THE WARDS OF THE BIG TEA GARDEN WORKERS AND SMALL TEA GROWERS (UPTO 1.00 HA)

A. OBJECTIVE

To provide welfare measures for securing better educational facilities and improvement of amenities and incentives for encouraging education to the wards of Tea Garden workers/ Small Tea Growers (area up to 1.00 ha) by providing financial support as Education Stipend.

B. ELIGIBILITY CRITERIA

In addition to the General guidelines already mentioned in Part A of Section – I, the following will be applicable

1. Educational Stipends will be paid to the wards of the small tea growers/Big Tea Garden workers from elementary (class –I), middle, secondary education, general and technical degrees including Post Graduate courses and Technical and Vocational Education including Nursing course.
 - 1) Small tea growers- having tea area up to 1.00 hectare and having QR Code identity cards issued by the Tea Board would be eligible
 - 2) Wards of Big Tea Garden Workers including sub staff, staff employed in Tea Estate registered with the Tea Board and who all are governed by the Plantation Labour Act are eligible for stipend provided the wages (total cash emoluments) of their parents is below Rs. 25,000 per month

C. CONDITIONS

- 1) Not more than 2 children of a small grower or worker including legally adopted ones can be granted stipend.
- 2) An orphan legally adopted by a Tea Garden worker/Small tea grower and dependent on him or her can also be granted stipend.
- 3) Children in receipt of free tuition or any other scholarship/stipend from either State or Central Government are not entitled for stipend. But in cases where such scholarship/stipend does not provide for Hostel charges, a grant representing the balance may be sanctioned or 2/3rd of hostel charge whichever is lower.
- 4) Students who wish to pursue their studies through correspondence course / open University/ professional course will not be eligible

- 5) All stipend awarded under the scheme are tenable only for one academic session in India only.
- 6) A stipend is tenable on the usual conditions of good conduct and satisfactory progress. No stipend is granted to a student detained in a class. However, in case when a student subsequently passes the examination by appearing in the supplementary examination for the failed subject the educational stipend may be allowed.
- 7) The amount of Stipend under the scheme is limited to all types of school fees and 2/3 of hostel charges. Hostel charges will be payable for the period of study (excluding summer, Puja and winter vacation)
- 8) The Children who are interested to complete Diploma courses in Computer Science may apply on the existing terms and conditions provided that the Diploma Course should not be less than 2 years course and be conducted by a recognized Institution.
- 9) The children studying in semester system, particularly in Bachelor Degree, Master degrees programme and other similar courses, assistance is for per academic session i.e. two semesters (in one academic year).

D. SUBMISSION OF APPLICATION

In addition to the General guidelines points already mentioned in Part A and B of Section – I, the following is required

The application is to be submitted within 30 days from the publication of the results with following documents, However, in case of academic year 2023-24, the last date is extended up to 30 days from the date of publishing the guidelines.

- 1) Copy of QR Code Card issued to small tea growers by Tea Board to the parent of the student
- 2) In case of tea garden worker, a certificate from Garden Manager/ Authorized Signatory, for parent, the category of worker / staff / sub staff certifying that the wages (total cash emoluments) of their parents is below Rs. 25,000 per month
- 3) Copy of the original annual progress report / marks sheet from the institution where the student was studying in the previous academic session, certified by Head of Institution / Gazette Officer / to be submitted
- 4) For children studying in semester system, particularly in Bachelor Degree, Master degrees programme and other similar courses, assistance is for per academic session i.e. two semester (in one academic year), and Mark sheet/ progress report of both the semester has to be uploaded by the applicant.

- 5) Self – certified Copy of Original School Fees receipt / Fees card for the entire academic year
- 6) Self-Certified Copy of Original Hostel Fee receipt for the entire academic year,
- 7) Bonafide Certificate from Head of Institution regarding the ward's parents' name
- 8) Copy of Aadhaar Card of the applicant (student)
- 9) Passport photo of the applicant.
- 10) Caste Certificate, in case of SC / ST
- 11) Adoption Certificate / Dependent Certificate, where ever applicable.
- 12) Aadhar seeded Bank Account Details of the applicant.
- 13) In case the applicant is minor and does not have a Bank account, then a declaration regarding the same along with Bank account of the father/ mother/ guardian having the QR card or Bank account of Garden worker (father/ mother/ guardian) in case of Tea Garden workers

E. APPLICATION FEES

The application fees for all category of applicant is waived off under this activity

F. SCRUTINY OF APPLICATION, ISSUANCE OF SANCTION AND DISBURSEMENT

Upon fulfillment of eligibility criteria, conditions and scrutiny of documents submitted, the availability of funds under this component will be checked basis sanctions already granted under this component and the total budget allocated, the status of the application will be updated online within 07 days.

Sanction will be accorded to the eligible cases within 15 days.

The payment of financial assistance will be released within 30 days from the date of submission of application as per the procedure prescribed by Government of India

G. SCALE OF ASSISTANCE

- 1) All kinds of school fees paid and 2/3 of hostel charges (including boarding and lodging) on the basis of actual subject to ceiling limit of up to Rs.20,000 per year.
- 2) Overall ceiling limit for school fees + hostel charges will be Rs.20,000/student/year
- 3) For wards of SC/ST small tea growers the ceiling limit in tea area is relaxed up to 2.00 ha.

5.3. ACTIVITY: BOOKS AND UNIFORM GRANTS- WARDS OF WORKERS OF CLOSED TEA ESTATES AND BIG TEA GARDENS AFFECTED BY NATURAL CALAMITIES

A. OBJECTIVE

To encourage education and provide succor to wards of distressed workers of the closed tea estate and those who are affected by natural calamities such as floods, earthquakes, landslides, lightning, etc., financial assistance will be provided as a grant to buy books and uniform for continuing their study.

B. ELIGIBILITY CRITERIA

In addition to the General guidelines already mentioned in Part A of Section – I,

- 1) The wards of only those workers of the tea estates are eligible that has been declared closed tea estate by the authority of the concerned State Government
- 2) The wards of only those workers of the tea estates are eligible that has been affected by the natural calamities and is declared by the authority of the concerned State Government
- 3) The applicant (student) ward of the closed tea estates/affected by natural calamities should have Aadhaar card / valid identity proof and also be a bonafide student of a school / college
- 4) The wards of only those workers-directly employed in Tea Estate registered with Tea Board and governed by the Plantation Labour Act are eligible provided the wages (total cash emoluments) of their parents is below Rs. 25,000 per month.

C. CONDITIONS

- 1) Assistance is available up to any class / any Government/any Government recognized degree course except for correspondence/online/open school.
- 2) Not more than 2 children including legally adopted ones are eligible for the grant.
- 3) An orphan legally adopted by a tea Garden worker and dependent on him or her can also be granted assistance
- 4) Students who wish to pursue their studies or continuing his/her studies through correspondence course / open University/ professional course will not be eligible
- 5) All grants are tenable only for one academic session in India only.

- 6) The grant is tenable irrespective of usual conditions and satisfactory progress, whether promoted or detained in a class.
- 7) The children studying in semester system, particularly in Bachelor Degree, Master degrees programme and other similar courses, assistance is for per academic session i.e. two semesters (in one academic year).
- 8) Children in receipt of free tuition or any other scholarship/stipend from either State or Central Government are not entitled for the grant.

D. SUBMISSION OF APPLICATION

In addition to the General guidelines points already mentioned in Part A and B of Section – I, the following is required

The application is to be submitted within 30 days from the publication of the results with following documents However, in case of academic year 2023-24, the last date is extended up to 30 days from the date of publishing the guidelines.

- 1) Certificate from Assistant Labour Commissioner / Inspector of Plantations / Labour Inspector / Garden Manager regarding category of worker, staff, sub-staff for gardens affected with natural calamities. In case of closed tea estates, such certificate can be issued by Assistant Labour Commissioner / Inspector of Plantations / Labour Inspector.
- 2) A certificate issued by District Administration / Competent Authority that the tea estate has been affected by Natural Calamities.
- 3) Copy of annual progress report / marks sheet from the institution where the student was studying in the previous academic session, certified by Head of Institution / Gazette Officer / to be submitted
- 4) Aadhar seeded Bank Account Details linked with Aadhaar Card of the applicant. In case the applicant is minor and don't have Bank account, then a declaration regarding the same along with Bank account of the father/ mother/ guardian
- 5) For children studying in semester system, particularly in Bachelor Degree, Master degrees programme and other similar courses, Mark sheet/ progress report of both the semester has to be uploaded by the applicant.
- 6) Bonafide Certificate from Head of Institution regarding the ward's parents' name
- 7) Copy of Aadhaar Card of the applicant
- 8) Copy of Caste Certificate in case for SC / ST.
- 9) Adoption Certificate / Dependent Certificate, where ever applicable.
- 10) No bills for procurement of books and school uniform to be submitted since it is a

grant.

E, Application Fees

The application fees for all category of applicant is waived off under this activity

F. SCRUTINY OF APPLICATION, ISSUANCE OF SANCTION AND DISBURSEMENT

Upon fulfillment of eligibility criteria, conditions and scrutiny of documents submitted, the availability of funds under this component will be checked basis sanctions already granted under this component and the total budget allocated, the status of the application will be updated online within 07 days.

Sanction will be accorded to the eligible cases within 15 days.

The payment of financial assistance will be released within 30 days from the date of submission of application as per the procedure prescribed by Government of India

G. SCALE OF ASSISTANCE

Rs. 5,000 per ward per annum.

5.4 ACTIVITY: AWARD FOR MERITORIOUS STUDENTS OF SMALL GROWERS (UP TO 1 HA) AND BIG TEA GARDEN WORKERS FOR CLASS X AND XII

A. OBJECTIVE

To encourage meritorious students who are wards of small tea growers and wards of big tea garden workers on the rolls of tea estates. Assistance as Award will be provided separately for meritorious students of class X and XII.

B. ELIGIBILITY CRITERIA

In addition to the General guidelines already mentioned in Part A of Section – I,

- 1) Wards of the Small tea growers- having tea area up to 1.00 hectare and having QR Coded identity cards issued by the Tea Board would be eligible
- 2) Wards of Big Tea Garden Workers including sub staff, staff employed in Tea Estate registered with the Tea Board and who all are governed by the Plantation Labour Act are eligible for stipend provided the wages (total cash emoluments) of their parents is below Rs. 25,000 per month
- 3) The applicant must have obtained at least 60% marks in the last Secondary examination (ClassX) and 50% in case the applicant belonging to SC/ST community
- 4) The applicant must have obtained at least 60% marks in the higher secondary examination (Class XII) and 50% in case the applicant belonging to SC/ST community

C. CONDITIONS

- 1) Not more than 2 children of a small grower or worker including legally adopted ones can be granted stipend.
- 2) An orphan legally adopted by a Tea Garden worker/Small tea grower and dependent on him or her can also be granted stipend.

D. SUBMISSION OF APPLICATION

In addition to the General guidelines points already mentioned in Part A and B of Section – I, the following is required;

The application is to be submitted within 30 days from the publication of the results with following documents, However, in case of academic year 2023-24, the last date is extended up to 30 days from the date of publishing the guidelines.

- 1) In case of Small Tea Growers copy of QR Code Card issued by Tea Board to the parent of the student
- 2) In case of tea garden worker, a certificate from Garden Manager/ Authorized Signatory, for parent, the category of worker / staff / sub staff and total cash emoluments of parents per month
- 3) Copy of marks sheet for Class X or XII, as the case may be, from the institution where the student was studying in the previous academic session, duly certified by Head of Institution / Gazette Officer / to be submitted
- 4) Bonafide Certificate from Head of Institution regarding the ward's parents' name
- 5) Copy of Aadhaar Card of the applicant
- 6) Passport photo of the applicant.
- 7) Copy of Caste Certificate, where ever applicable.
- 8) Adoption Certificate / Dependent Certificate, where ever applicable.
- 9) Aadhar seeded Bank Account Details of the applicant.
- 10) In case the applicant is minor and does not have a Bank account, then a declaration regarding the same along with Bank account of the father/ mother/ guardian having the QR card or Bank account of Garden worker (father/ mother/ guardian) in case of Tea Garden workers

E. APPLICATION FEES

No application fees would be charged under this activity.

F. SCRUTINY OF APPLICATION

Upon fulfillment of eligibility criteria, conditions and scrutiny of documents submitted, the availability of funds under this component will be checked basis sanctions already granted under this component and the total budget allocated, the status of the application will be updated online within 07 days.

Sanction will be accorded to the eligible cases within 15 days.

The payment of award will be released within 30 days from the date of submission of application as per the procedure prescribed by Government of India

G. SCALE OF AWARD

- 1) One-time lump sum grant for Class X: @ Rs. 8,000/ward and for Class XII: @Rs. 10,000 /ward to the eligible wards of the small tea growers (up to 1.00 ha) and tea garden workers.
- 2) For wards of SC/ST small tea growers the ceiling limit in tea area is relaxed up to 2.00 ha.
- 3) For wards of SC/ST small growers must have secured 50% marks in Class X or Class XII.

5.5. ACTIVITY: ASSISTANCE FOR DISABLED AND CRITICALLY ILL DEPENDENTS OF WORKERS (KIDNEY, HEART, LIVER DISEASES AND CANCER) IN CLOSED TEA GARDENS

A. OBJECTIVE

To provide succor to critically ill dependents of tea garden workers as a measure complementary to the provisions of the Plantation Labour Act, 1951 by way of assistance for differently abled person and critically ill dependents of tea garden workers (kidney, heart, liver diseases and cancer) in closed tea gardens. Assistance would be provided to the differently abled persons dependent of workers for purchasing wooden crutches, calipers shoes, artificial limb, hearing aids, wheel chairs and tri cycle with hand pedaling system and to assist critically ill dependents of workers suffering from kidney, heart, liver and cancer diseases.

B. ELIGIBILITY CRITERIA

In addition to the General guidelines already mentioned in Part A of Section – I, the following is required

- 1) The person should be a dependent on the worker of tea garden registered with Tea Board and reside with him/her in the estate and have Aadhaar card/valid identity proof.
- 2) The dependent should be suffering from critical illness owing to cancer, kidney, heart and or liver disease
- 3) The minimum degree of disability should be 40% in order to be eligible for any concessions/benefits.

C. CONDITIONS

- 1) According to the Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Rules, 1996 notified on 31.12.1996 by the Central Government in exercise of the powers conferred by sub-section (1) and (2) of section 73 of the Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995 (1of 1996), authorities to give disability Certificate will be a Medical Board duly constituted by the Central and the State Government. The State government may constitute a Medical Board consisting of at least three members out of which at least one shall be a specialist in the particular field for assessing locomotor/Visual including low vision/hearing and speech disability, mental retardation and leprosy cured, as the case may be.

- 2) The disability certificate would be valid for a period of five years for those whose disability is temporary. For those who acquire permanent disability, the validity can be shown as 'Permanent'.
- 3) In case of disability, the Director General of Health Services Ministry of Health and Family Welfare will be the final authority, should there arise any controversy/doubt regarding the interpretation of the definitions/classifications/evaluation's tests etc.
- 4) Cash emoluments of the worker on whom the applicant is dependent should not exceed Rs. 12,500 per month
- 5) All the cases of critical illness must be supported by the consultant Medical Officer and the Chief Medical Officer of the Government Hospital

D. SUBMISSION OF APPLICATION

In addition to the General guidelines points already mentioned in Part A and B of Section – I, the following is required

The application is to be submitted within 45 days from such disability and or critical illness from the date of issue of the certificate from concerned authority/Medical Officer

- 1) Copy of Aadhar card of the applicant
- 2) A certificate from Assistant Labour Commissioner or Inspector of Plantations or Labour Inspector of the State Government, for the worker on whom the applicant is dependent, regarding the category of worker / staff / sub staff and total cash emoluments
- 3) Certificate from Garden Manager / Assistant Labour Commissioner / Inspector of Plantations / Labour Inspector, that the applicant is dependent on the worker of a tea garden with relationship and details of the worker
- 4) In case of critical illness, copy of original prescriptions, bills/cash memos which are not more than 6 months old as a proof of treatment duly certified by consultant Medical Officer and verified by designated Board's official.
- 5) In case of differently abled person, copy of original prescriptions, bills/cash memos which are not more than 45 days old as a proof of procurement of articles duly certified by consultant Medical Officer.
- 6) Copy of disability certificate from concerned authority for disability
- 7) Aadhar seeded Bank Account Details of the applicant.
- 8) Caste certificate, in case of SC / ST

E. APPLICATION FEES

No application fees would be charged under this activity.

F. SCRUTINY OF APPLICATION, ISSUANCE OF SANCTION AND DISBURSEMENT

Upon fulfillment of eligibility criteria, conditions and scrutiny of documents submitted, the availability of funds under this component will be checked basis sanctions already granted under this component and the total budget allocated, the status of the application will be updated online within 07 days.

Sanction will be accorded to the eligible cases within 15 days.

The payment of financial assistance will be released within 30 days from the date of submission of application as per the procedure prescribed by Government of India

G. SCALE OF ASSISTANCE

Actual expenditure with a ceiling limit up to Rs. 50,000. It will be a one-time assistance for a particular applicant.