Proceeding of
Nepal Tea And The World
Flavours from the Himalayas

International Tea Event
Kathmandu, Nepal
19-20 November, 2004
(04 - 05 अगस्त 2006)

Jointly Organised by:
Himalayan Orthodox Tea Producers Association (HOTPA)
Himalayan Tea Producers Cooperative Ltd. (HIMCOOP)
Nepal Tea Planter's Association (NTPA)
Nepal Tea Association (NTAI)
National Tea and Coffee Development Board (NTCDB)
Winefeld International/NTCDA
GTZ
Agro Enterprise Centre (AEC/FNCCI)

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February 2005

Nepal Tea & The World 2004, Kathmandu
Proceeding editing committee members

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We would like to acknowledge Winrock International/NTCGDA for providing financial support for publication of this proceeding.
Preface

Nepal Tea and the World 2004, an International Tea Event was organized in Kathmandu to provide a dynamic forum and excellent opportunities to Nepalese Tea Entrepreneurs to interface with the leading players of the world in tea sector, particularly from Germany, India, Japan and the USA including tea buyers, tea professionals, potential partners and collaborators.

The event gave a platform to all those planners, bureaucrats, tea companies/estates owners, groups representing tea growers/farmers, tea professionals, tea marketers, financial institutions and donor community who have interest in development of tea sector in Nepal. It gave the policy makers an opportunity to consider consolidating their plans and programs to project Nepalese tea in the world market. The participation and cooperation extended by the Rt. Honorable Prime Minister; honorable Minister of Agriculture and Cooperatives; honorable member of National Planning Commission; Governor of Nepal Rastra Bank and other high ranking government officials is of great importance. Participation of the policy makers in the technical sessions and receiving recommendations from the deliberations will certainly be helpful in reforming policies and remodeling the program activities required to promote the tea sector.

The Tea Event became a unique international gathering. The meeting had presence of prominent personalities of international tea sector and international journalists. The event gave opportunities to listen to their experiences and advice and to interact with them, which certainly had boosted the enthusiasm among the stakeholders in one hand and helped to project Nepal as an exciting tea producing country and her commitment for quality organic tea production. Many technical and professional papers, valuable summarizations, questions floor and answers given during the sessions are included in detail in this proceeding.

We appreciate the partnership and cooperation of National Tea & Coffee Development Board (NTCDB), Nepal Tea Planter's Association (NTPA), Nepal Tea Association (NTA), Himalayan Orthodox Tea Producers Association (HOTPA), Himalayan Tea producers Cooperative Ltd. (HIMCOOP), GTZ/PSP Program, and Winrock International/NTCGDA and Agro Enterprise Centre/FNCCI in organizing the event. We would also like to recognize the effort made by the AEC staff. Special thanks goes to Dr. Deva Bhakta Shaiya, Executive Director, Mr. Kiran Raj Pandey, Director, Agriculture Policy, Mr. Santosh Raj Regmi, Program Manager, Agri Business Policy; Mr. Madhuwan Shrestha, In-house Consultant, AEC and Mr. Sangeeta Shrestha, HOTPA, who extended their hands from the conception to the completion of the Event. We appreciate their dedication and professional work. We like to thank Nepal Rastra Bank for sponsoring lunch in the program.

The effort of Mr. Niraj Koirala as Master of Ceremony, Mr. Kiran K. Pant and the staff of MSD International for observing, compiling event activities and developing proceeding of the tea event are well commended.

Mr. Deepak Prakash Banswada  
Coordinator - Nepal Tea & World 2004

December 2004
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About the Event
About the Event

Introduction

Tea is one of the high value crops grown in plains and hill in the elevation range of 50 to 2200 m above sea level in Nepal. Tea plantation is done in land, which is less suitable for cereals. It is widely accepted as green gold as the crop is a perennial type and provides regular income source for 9 months in a year from 5 years after plantation in the plains and 8 years after plantation in the hills.

Large farmers carry out tea plantations in commercialized form. Small farmers conduct plantation in small plots of land as part of crop diversification and develop an alternative but a perennial source of income for the future. Tea plantation and production is rapidly increasing over past one decade and much focused efforts are being made for its expansion in the hilly regions of Nepal and developing its export market. National Tea Policy has been announced, developmental program activities have been pursued, and continued thrust is being given by Nepalese private sector to popularize Nepal Tea through participation in many international trade fairs/exhibitions/events.

In Nepal, tea plantation has 142 years old history and at present it is done in eight districts (Dhankuta, Dolkha, Ilam, Jhapa, Nuwakot, Parsighat, Sindhupalchok and Teralathum) in about 15012 hectares of land. There are more than 85 tea estates and more than 2500 small farmers are involved in this sector. Nepal has produced 1,556,000 kg orthodox and 10,060,000 kg CTC tea in the fiscal year 2003-04. There are 16 orthodox and 23 CTC tea-processing units operating in the country. Orthodox tea is mainly exported bringing precious foreign currency in the country and the CTC tea is locally consumed which makes import substitution effect in the economy. In the world tea trade scenario Nepal is at infant stage. The future of the tea industry lies in the production of quality product and sale in competitive price.

Nepal had organized "Agricultural Interface 2001-Tea Event " in 25-27 April 2001 which was jointly organized by AEC/INCCI, MYCDE, NTPA, NTA and HOTPA with an objective to provide a dynamic forum to Nepalese tea entrepreneurs and traders to develop business ideas through interface with world's leading players in tea sector. In the interface, it had sharing of information on world tea production, technology and market scenario, which gave the entrepreneurs an excellent opportunity to discuss all the possible collaborations. The result of the meeting was very meaningful and the event had added a new dimension in the growth and development of tea sector in Nepal.

This international tea event (Nepal Tea & the World 2004) is the second organized attempt to bring all stakeholders of the tea sector in a common platform. This event had focused on bringing the buyers and sellers of the Himalayan orthodox tea, CTC tea and Organic tea of Nepal on one platform; recognizing endeavor of the importers of Nepalese tea from Germany, India, Pakistan and the USA and enhancing the good will of Nepal tea among the journalists, attending the tea event, from Germany and USA. The meeting had aimed to educate the stakeholders and make them aware of international market situation; make growers, processors and marketers acquainted with the potentiality of the business and update the policy makers and financiers with the opportunity to mobilize the economy and help in poverty reduction process.

Nepal Tea & The World 2004, Kathmandu 7
Objectives

In the context of increasing market competition, and as a new entry into the world market, Nepalese entrepreneurs have yet to put much more effort in marketing Nepalese tea, and in understanding the world market and market needs. It is necessary to launch a series of campaigns for the promotion of Nepalese tea in the global market by establishing very good business relations with the world tea buyers. Therefore, this event had been organized focusing exclusively on the marketing and market promotion approaches to be taken by Nepalese tea entrepreneurs.

Nepal Tea and the world 2004 was jointly organized by Agro Enterprise Center (AEC)/Federation of Nepalese Chambers of Commerce and Industries (FNCCI), Winrock International (WII), NTCGDA, GTZ, National Tea and Coffee Development Board (NTCDB), Himalayan Tea Producers Cooperatives Ltd. (HTMCOOP), Nepal Tea Planters Association (NTPA), Nepal Tea Association (NTA) and Himalayan Orthodox Tea Producers Association (HOPTA). The event had highlighted the key and attention demanding area of tea industry- the quality production, processing and marketing, which thereby helps the country in the areas of employment opportunities, agricultural development and sustainable environment development through the development of tea industry.

The organizers had communicated with 52 International Tea Buyers from Canada, Germany, India, Iran, Japan, Pakistan, Russia, UAE, UK and the USA. It had communicated with National Tea Associations of Austria, Canada, France, Germany, Japan, the Netherlands, Pakistan and Sri Lanka. In the program, there were 20 International delegates including journalists and paper presenters. Among the seven paper presenters, four were foreign experts and they shared their experience in plantation, value of quality for the future of tea business and in product marketing.

Participation

All together the meeting had 112 participants from following fields.
- High Ranking government Officials
- Policy Makers
- CEO/ Executives of tea Industries
- Representatives of NGOs working for tea sub sector
- Tea estate owners and growers
- Tea buyers
- Tea Importers
- Tea Exporters
- Tea brokers
- Tea professionals
- Foreign distinguished personalities in tea sector
- Donor Agencies
- Other NGOs & NGOs
- Journalists

Exhibitors

The event had exhibitors from orthodox tea growers and processors, CTC tea growers and processors, tea packagers, machine suppliers and donors supporting tea sector. The name of the exhibitors are as given below.

8 Nepal Tea & The World 2004, Kathmandu
Exhibitors of “Nepal Tea and the World 2004”

(A) From HOTPA/HIMCOOP
1. Gurarse Tea Estate Pvt. Ltd.
2. Himalayan Range Tea Industries Pvt. Ltd.
3. Himalayan Sangria Tea Producers Pvt. Ltd.
4. Ilam Tea Producers Pvt. Ltd.
5. Jun Chiyabari Pvt. Ltd.
8. Nepal Tea Development Corporation Ltd.

(B) From NTPA
1. Budhikaran & Sons Tea Co. P. Ltd.
2. Buttabari Tea Processing Pvt. Ltd.
3. Danfey Tea Processing Pvt. Ltd.
7. Modern Tea Industry P. Ltd.

(C) From NTA
1. Budhikaran Tea Packaging Industries P. Ltd.
2. Mittal Tea Industries (P.) Ltd.
3. Nepal Tea Development Corporation
4. Shikshu Tea Industries Pvt. Ltd.
5. Tripura Tea Industries Pvt. Ltd.
6. Udaya Shree Tea Industry P. Ltd.

(D) Other
1. All Nepali Tea and Coffee Center
2. GTZ / PSP

Sponsors and others

The event was funded by the participants from the private sector (Especially From HOTPA, HIMCOOP, NTPA and NTA). AEC/FNCCI provided the secretariat for services and logistic support while National Tea and Coffee Development Board (NTCDB) provided a fixed of Rs 100,000.00. Donor agencies like GTZ/PSP and Winrock International/NTCGDA sponsored sums of Rs 100,000.00 and Rs 179,000.00 respectively. It had collected participation fee from individual participants. Gurarse Tea Estate Pvt. Ltd. sponsored the drinks of the cocktail dinner of 19th and the lunch of 20th was sponsored by Nepal Rastra Bank. NTCGDA agreed to extend its financial support to publics the proceeding.

The total list of the participants who attended the event is included in the annex with their contact address as per their classification. The participants from HOTPA, HIMCOOP, NTPA and NTA were as mentioned below.

(A) Participants From HOTPA/ HIMCOOP
1. Gurarse Tea Estate Pvt. Ltd.
2. Himalayan Range Tea Industries Pvt. Ltd.
3. Himalayan Sangria Tea Producers Pvt. Ltd.
4. Ilam Tea Producers Pvt. Ltd.
5. Jun Chiyabari Pvt. Ltd.
8. Nepal Tea Development Corporation Ltd.

(B) Participants From NTPA
1. Budhikaran & Sons Tea Co. P. Ltd.
2. Buttabari Tea Processing Pvt. Ltd.
3. Danfey Tea Processing Pvt. Ltd.
7. Modern Tea Industry P. Ltd.

(C) Sponsors from NTA
1. Budhikan Tea Packaging Industries P. Ltd.
2. Mittal Tea Industries (P.) Ltd.
3. Nepal Tea Development Corporation Ltd.
4. Shalun Tea Industries Pvt. Ltd.
5. Tripura Tea Industries Pvt. Ltd.
6. Udaya Shree Tea Industry P. Ltd.

(D) Other Sponsors
1. National Tea and Coffee Development Board
2. AEC/FNCCI
3. GTZ/PSP
4. WINTECIDA
5. All Nepalese Tea and Coffee Center

Other than providing fund NTCGDA program of Wiprock International had extended support to bring in media personnel and representative from the US tea sector. GTZ/PSP had supported in bringing German journalists and a resource person on tea marketing. AEC had coordinated the hosting of the International Event.

**Program**

**Day One (November 19)**

**Inaugural Session**

10.00 a.m. 
Arrival of the Chief Guest Honorable Minister of Agriculture and Cooperatives, Mr. Horim Nath Dhal

10.02 am-10:05 a.m. 
Nominating Inauguration Session's Chairperson (Coordinator-Nepal Tea and The World 2004)

10:05 a.m.-10:10 a.m. 
Welcome-Mr. Suraj Vaidya (Vice-President, HOTPA)

10:10 a.m.-10:15 a.m. 
Information about the program-Mr. Prakash Giri (NTPA)

10:15 a.m.-10:40 a.m. 
Address by tea business representatives from Germany, India, Japan and USA

10:40a.m. - 10.50a.m. 
Inauguration and Address by the Chief Guest

10:50 a.m.-1055 a.m. 
Vote of Thanks – Mr. Ashwini Agrawal (Vice-President, NTA)

10:55 a.m.-11:00 a.m. 
Chairperson's Remarks

11:00 a.m. 
High Tea

**Technical Session I**

Session Chairperson: Mr. Bhaarak Raj Kaini, Officiating Secretary, Ministry of Agriculture and Cooperatives
11.30 a.m. – 12:00 noon - Paper I- Nepalese Orthodox Tea and Commitment to Quality (Mr. Suraj Vaidya)
12:00 noon-12: 15 pm - Q&A
12:15 pm –12:45 pm - Paper II- Code of Conduct & Nepal Logo (Mr. Jim Tomcek/GTZ)
12:45 pm –1:00pm - Q&A closing of session I
1:00 pm-2:00 pm - Lunch

Technical Session II
Session Chairperson: Mr. Prachanda Man Shrestha, Joint Secretary Ministry of Industry, Commerce and Supply
2:00pm-2: 30 pm - Paper III- German Market for Nepalese Tea (Mr Willi Raush)
2:30pm-2: 45 pm - Q&A
2:45 pm-3: 15 pm - Paper IV-US Market for Nepalese Tea (Mr. Marty Kushner)
3:15 pm-3: 30 pm - Q&A closing of Session II
6.30 pm-7: 30 pm - Dinner

Day Two (November 20)

Technical Session III
Session Chairperson: Honorable Dr. Hari Krishna Upadhyaya, Member, National Planning Commission
9: 00 am-9: 30 am - Paper V- Nepalese CTC Tea (Mr. Ashwani Agrawal)
9: 30 am-9. 45 am - Q&A
9: 45 am-10: 15 am - Paper VI- Prospects of Organic Tea and Market Scenario (Mr. Harish Mukhiya)
10: 15 am- 10: 30 am - Q&A
10. 30 am-10: 45 am - Tea Break
10: 45 am-11: 15 am - International Buyers' Presentation & closing of session III

Technical Session IV
Session Chairperson: Mr. Binod B. Shrestha
President, Federation of Nepalese Chambers of Commerce and Industry (FNCCI)
11: 15 AM-11: 45 AM - Paper VII- Private Public Partnership in Tea Sector (Mr. Taranath Sharma)
11: 45 am-12: 00 noon - Q&A
12: 45 noon-12: 45 pm - International Buyers; Presentation & closing of session IV
12: 45 pm – 1: 45 pm - Lunch

Tea Tasting Session
1: 45 pm-4: 00 pm - Tea Tasting & Display
Award Ceremony

Venue: Prime Minister's Residence, Baluwatar

4:25 pm-5:00 pm  Award and Token of Appreciation presentation to the International Buyers by the Right Honorable Prime Minister

Closing Program

5. 55 pm  Arrival of Chief Guest
6. 00pm- 6: 05 pm  Nominating Closing Session's Chairperson
6: 05pm- 6: 10 pm  Highlight of Nepal Tea & the World 2004 by the Executive Director of Agro Enterprise Center/FNCCI
6: 10pm- 6: 15 pm  Address by the Chief Guest
6: 15pm- 6. 25 pm  Award & Appreciation distribution
6: 25pm- 6: 30 pm  Vote of Thanks by the Executive Director NTCDB
6: 30pm- 6: 35 pm  Closing of the Event by the Chairperson
6: 35pm- 8: 00 pm  Cultural Program and Dinner.

Venue: Hyatt Regency

6: 00 pm- 8: 00 pm- Closing Session followed by Dinner & Culture Program

12  Nepal Tea & The World 2004, Kathmandu
Day One
Inaugural Session

International Tea Event "Nepal Tea & the world 2004" was inaugurated by the Honorable Minister of Agriculture & Cooperatives Mr. Hom Nath Dahal. In the program Mr. Suraj Vaidya, Vice-President, HOPTA, welcomed the honorable minister & other distinguished guests.

In the welcome speech, Mr. Suraj Vaidya highlighted the steady and progressive growth of tea industry in terms of employment, poverty alleviation, plantation, numbers of industry and tea processing despite of all the problems. He mentioned the statistics of 17% growth in Orthodox tea and roughly 20% growth in CTC tea. He put more importance on creating hope in the hills and among small entrepreneurs even in this difficult environment where only few industries are under operation.

Mr. Vaidya narrated the vibrant characteristics of the tea industry in import substitution and becoming a net tea exporting country from tea importing one.

He hoped for better future of tea industry under the new agriculture policy of HMG, which has given due importance in commercialized farming and processing activities of cash crops like tea.

Mr. Vaidya requested the friends, donors and well wishers of Nepal & Nepalese tea industry to believe the entrepreneurs, be with the entrepreneurs and be supportive and committed for the development of tea business in Nepal.

Information about the program-Mr. Prakash Giri (NTPA)

After the welcome speech Mr. Prakash Giri of NTPA briefed the honorable guests and the distinguished participants on the purpose of this interaction meeting as sharing of knowledge and experience among the processors, marketers and buyers of Nepalese tea, both Orthodox and CTC. He narrated the mode of operation of program of this two day event as paper presentation on of quality and code of conduct; German and the US market for Nepalese tea; information on potentiality of organic tea production; public private partnership in Nepalese situation, and experiences sharing from experts on plantation & garden management, processors, policy makers and implementers, marketers and buyers. He informed the participants about award ceremony to recognize the contributions of importers, marketers, scientists, journalists etc and tea tasting ceremony of the event.

Mr. Giri further briefed the role of private sector entrepreneur/ institutions and donor agencies involved in the activities and spelled the name of HOPTA, HIMCOOP, NTA, NTPA, NTDB, AEC, GTZ/ PSF, W and other institutions involved in the program.

Mr. Giri informed the distinguished guest and participants about the paper presenters, business representatives of Germany, India, Japan and the USA, who had come to share their experience and help Nepal in promoting its product in the foreign market. He further informed about the program made for them to visit some tea gardens and processing plants of Eastern Nepal after the two day event to enhance their understanding further on tea and reinforce their faith on the quality of Nepalese tea and continue the support of tea friends in the promotion of tea business in Nepal.
Address by tea business representatives

The distinguished guests, who had come to Nepal to attend the event and share their experiences in inaugural session, are the followings.

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<td>Mr. Ortwin Rave</td>
<td>Germany</td>
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<td>2</td>
<td>Mr. Marty Kushner</td>
<td>USA</td>
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<tr>
<td>3</td>
<td>Ms. Sekae Yamada</td>
<td>Japan</td>
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<tr>
<td>4</td>
<td>Mr. Mohan Chawiar</td>
<td>India</td>
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The distinguished guests had made following suggestion to the Nepalese producers, processors, marketers, policy makers and other well-wishers for the promotion of this sector.

1. Mr. Ortwin Rave - Director and General Manager, Simaxa Tea, Germany

Mr. Rave had visited Nepal in 2001 on 'Agro Business Interface 2001'. He had also visited a couple of tea gardens and processing plants to understand the status of Nepalese tea, which he had planned to market in his country. Since then, Mr. Rave has been marketing Nepalese tea in the German market. On the basis of his experience on tea marketing, he made following suggestions to the Nepalese tea entrepreneurs.

According to him, Germany is a good market for tea. German market is very conscious on quality. By quality, they refer to pollution free product in terms of residue of trace materials, which comes from the use of inorganic materials used in plantation as weedicide and pesticide. He suggested that the market is becoming very conscious on tea grown on clean air, high altitude and pollution free environment and therefore Nepal should consider the call of the market to first and make it place.

He mentioned that the marketing effort of his team has been successful to establish fame of Nepal in Germany as a tea producing country. German consumers are gradually accepting the flavor of Nepalese tea. Nepalese tea is available in 100 tea shops in Germany. With the support of Nepalese entrepreneurs, he has been marketing Nepalese tea in German market and he will do further. The support he needs from Nepalese entrepreneurs is the supply of quality orthodox tea in fair price.

2. Mr. Marty Kushner - USA

Mr. Marty Kushner is in tea marketing business in the USA. He has been in this profession for 52 years. He has not been aware with the Nepalese tea and Nepal as a tea producing country. Last year he got a call from the Nepalese entrepreneurs to market Nepalese tea in the US market and prepare a marketing plan for this activity. He came to Nepal to observe some plantation sites and processing plants. He was delighted by the quality of liquors and the flavor of first flush, second flush and even of autumn flush. He congratulated Nepalese entrepreneurs for the quality product and wished for their success in marketing these products in US Market. Mr. Kushner has also presented a roadmap (a marketing plan) for Nepalese entrepreneurs to market Nepalese tea in the US market during second business session.

3. Mrs. Sakae Yamada, Japan

Mrs. Sakae Yamada had come from Japan to attend the tea event. She mentioned that she had come to know about Nepalese tea and Nepal as a tea producing country 3 years back only. She
found the flavor of Nepalese product similar to that of Japanese tea, which is grown in the same
prefecture. Due to similarity in the flavor and taste of Nepalese tea with those of Japanese, she
hoped that Nepalese tea could gain good market position in Japan. She wished for the success of
tea event and thanked the organizers for the program.

4. Mr. Mohan Chirimar, India

Mr. Mohan Chirimar discussed the historic role of Nepalese labors on developing tea plantation
and business in India and expressed happiness on developing tea sector and promotional activities
in Nepal with the support of India and Indian entrepreneurs with capital, technology and inputs.
Mr. Chirimar had visited Nepal five years ago and had attended an international tea festival. He
has been buying Nepalese tea for last 10 years on weekly basis. He had been observing increasing
interest of outer world in the tea business of Nepal and development of Nepalese tea.

He stated that Nepalese tea has important role in Indian tea business just like that of cream in
sandwich. Its qualitative growth and development is in the interest of Indian business. He
wished for the success of the tea event.

After sharing the experience of tea importers and product marketers of Germany, India, Japan and
the USA, the event received the inaugural address by the chief guest Honorable Minister of
Agriculture and Cooperatives Mr. Hom Nath Dahal.

Inauguration Address by the Chief Guest. Honorable Minister of Agriculture and
Cooperatives Mr. Hom Nath Dahal

Mr. Chair Person
Distinguished National and International delegates
Participants, media persons
Ladies and Gentlemen

It is, indeed, a great pleasure for me to be here today in this special forum. This provides us a
unique opportunity to share our view on several aspects that underpin the growth and expansion
of Nepalese tea industry. It makes me much more delighted to note that all the major and diverse
stakeholders including the international buyers and producers are attending this forum. The
presence of media persons in the event is further more appreciable whose role is always so vital
in the product promotion.

I would like to thank organizers for their effort for making this event meaningful by bringing
together producers, processors, buyers and all stakeholders within a single roof. It is only through
consultation of this kind that we could work together for the benefit of the domestic as well as
foreign consumer and producers by exchanging entrepreneurship skills, know-how, technologies
and accumulated experiences to each other.

Distinguished Delegates and participants,
Nepalese economy is dominated by agriculture and, therefore, the source of livelihood of huge
population mainly comes from agriculture. His Majesty’s Government of Nepal is committed to
the development of sustainable agriculture sector.

Nepal’s topographical landscape is more characterized by high mountains and high hills in most
parts of the country. The proportion of available arable land is not very promising and well

Nepal Tea & The World 2004, Kathmandu 17
scattered in the hills due to steep slopes and precipices. Large scale agricultural practices are further difficult in the hills due continuous fragmentation and deforestation of land resulting in heavy landslides and floods costing many lives and billions of rupees every year. It has created new challenges for the nation to fight natural calamities on the one hand, and on the other it has to generate new employment opportunities and alternative source of income for a dominant mass of rural and absolute poor people including ethnic minorities and women. I believe, the expansion and plantation of low volume high value crops such as Tea and Coffee in high hill area could be proved as a divine boon to the vast population of rural and poor people as a means to addressing these burning issues.

Tea production and the value chain it creates carry important meaning for Nepal in several respects. Tea industry is not only environment friendly and sustainable but also economically sound and viable. Tea is a high value, labor intensive perennial crop with a potential for generating foreign exchange, reducing rural poverty, promoting economic growth and improving ecology and environment. The employment intensiveness of the sector provides a dependable source of livelihood to hundreds of thousands rural and poor people. In addition, it not only creates mass employment and offers better economic prospects in the area, but also empowers women through growing independence and checks migration of village folks to the urban areas. Moreover, tea plantation can go a long way in protecting the fragile mountain ecosystem.

Distinguished friends,

His Majesty's Government of Nepal is well committed to the welfare of its people and therefore has accorded highest priority on poverty reduction. The expansion of tea industry is spelled out as an appropriate means of reducing poverty. In this regard, the potentials of tea sector was recognized by HMG nearly two decades back when government declared 5 districts Jhapa, Ilam, Panchthar, Thorthum and Dhankuta as tea zone districts. In the year 2000, HMG Nepal pronounced National Tea Policy 2000, which aims in increasing the tea plantation area to 40000 hectares, become self sufficient in tea production and start exporting orthodox tea. In order to achieve the target, we are in severe need of partnerships at all levels. Public voice and aspirations would be given more places in the policy.

The Nepalese tea industry is well committed to the conservation of ecological environment. Every effort is made towards the preservation of hill and well being of its people. Eco-friendly cultivation method, absence of producing harmful wastes, organic methods of production, chemicals and pesticides free products are noteworthy features of Nepalese tea industry contributing towards maintaining ecological and environmental balances. In our view, the role in maintaining ecological stability & environmental protection is not only important for Nepal, but it is equally important for the countries like India, Bangladesh, which are badly affected every year by ecological imbalances. Therefore, the ecologists of this planet must have their attention to protect the environment of high hills and mountains, and virgin slopes around it. We highly appreciate our international tea buyers and the valued tea consumer around the world for contributing not only to the cause of environmental protection but also to the very livelihood of the poor people in this part of the world.

Distinguished Guests,

Modern era is the era of sophisticated information technology. Economic liberalization has brought about a revolution in the open market economic practices. Total quality management approaches are being applied for ensuring the defect free quality and continuous satisfaction of the consumers. WTO requirements are putting enormous pressure on member countries to
produce and market high quality products in global competitive market. It has brought about massive challenges for a developing country like Nepal to be competitive in producing quality products and market the same globally with reasonable cost and in time. We need to focus not only on quality but also on quantity to make our presence felt in the world.

I feel proud to announce that Nepal is heavenly place for the production of high quality orthodox tea. Nepalese orthodox tea is regarded as the best quality product in the international market. I believe, the aromatic and herbal teas are in great demand in the overseas market. There is abundance of land in Nepal, which is ecologically suitable for the production of orthodox specialty tea in the hill and high valley area. We have every possibility to make the Nepalese orthodox tea as one of the perennial export item in the overseas market. For this to take place, I again repeat that the partnership at all levels among domestic and international entrepreneurs is required. His Majesty's Government of Nepal is well committed to create conducive environment to this effect.

Lastly, on this momentous occasion, I would like to urge you to have open discussions and interactions on: (i) the potential strength and visible weaknesses of Nepalese tea industry, (ii) the expansion of tea plantation in new prospective areas, (iii) the possibilities of increase in the international market share, (iv) the promotion of organic and high quality Nepalese orthodox tea in the international market, (v) the possible avenues for domestic and multinational partnership and (vi) the potent opportunities and challenges of tea industry in Nepal.

I would like once again to thank the organizers as well as the domestic & foreign delegates, experts, entrepreneurs, media person, and associated stakeholders for sparing their time to visit Nepal and listen to us.

Before I conclude, I wish this event a grand success with foreign delegates and participants having a happy and pleasant stay in this beautiful country.

I thank you for your attention.

Vote of Thanks by Mr. Ashwini Agrawal (Vice-President NTA)

Mr. Ashwini Agrawal, vice president of NTA conveyed vote of thanks in the inaugural session. In the process of conveying vote of thanks, he introduced the foreign delegates by calling their name, requesting them to stand up and asking the participants to welcome them by a grand clapping. The delegates welcomed in the inaugural session were the following.

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Name</th>
<th>Country</th>
<th>S.N.</th>
<th>Name</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mr. Willi Rausti</td>
<td>Germany</td>
<td>9</td>
<td>Mr. Harish C. Mukhiya</td>
<td>India</td>
</tr>
<tr>
<td>2</td>
<td>Mr. Jim Totnecko</td>
<td>Germany</td>
<td>10</td>
<td>Mrs. Sakae Yamada</td>
<td>Japan</td>
</tr>
<tr>
<td>3</td>
<td>Mr. Marty Kushmar</td>
<td>USA</td>
<td>11</td>
<td>Mr. Manik Raj Jaykumar</td>
<td>USA</td>
</tr>
<tr>
<td>4</td>
<td>Mr. Thomas Holz</td>
<td>Germany</td>
<td>12</td>
<td>Mr. &amp; Mrs. Mohan Chirum</td>
<td>India</td>
</tr>
<tr>
<td>5</td>
<td>Dr. Thomas Henn</td>
<td>Germany</td>
<td>13</td>
<td>Mr. Dhruvendra Desai</td>
<td>India</td>
</tr>
<tr>
<td>6</td>
<td>Mr. Ortwin Rave</td>
<td>Germany</td>
<td>14</td>
<td>Mr. K.N. Desai</td>
<td>India</td>
</tr>
<tr>
<td>7</td>
<td>Mr. Sangeet Kavita</td>
<td>India</td>
<td>15</td>
<td>Mrs. Elke Streatha</td>
<td>Nepal</td>
</tr>
<tr>
<td>8</td>
<td>Mr. J. P. Gurung</td>
<td>India</td>
<td>16</td>
<td>Dr. Luke Colavito</td>
<td>Nepal</td>
</tr>
</tbody>
</table>

Nepal Tea & The World 2004, Kathmandu 19
Similarly he welcomed the domestic and foreign journalists. They were the following.

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Name of the Participant</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mr. David Drouin</td>
<td>USA</td>
</tr>
<tr>
<td>2</td>
<td>Dr. Susanne Weingarten</td>
<td>Germany</td>
</tr>
<tr>
<td>3</td>
<td>Dr. Wolfgang Lechner</td>
<td>Germany</td>
</tr>
<tr>
<td>4</td>
<td>Mr. Roger Thiede</td>
<td>Germany</td>
</tr>
<tr>
<td>5</td>
<td>Mr. Joem Freyrenhagen</td>
<td>Germany</td>
</tr>
<tr>
<td>6</td>
<td>Mr. A. Adhikari</td>
<td>Nepal</td>
</tr>
</tbody>
</table>

Mr. Agrawal recognized the contribution of sponsors and role in donors of the program for supporting the tea event and the effort of Dr. Deva Bhakta Shukya, Mr. Kiran Raj Pandey & others staffs of Agro enterprise Center/ FNCCI for its event coordination and management supports.

Chairperson’s Remarks

The inaugural session ended with the remarks of the Session Chairperson and Coordinator of the event Mr. Deepak Prakash Banskota.

In his remarks, Mr. Banskota discussed the unique position of Nepal in the aspects of bio diversity and value of tea in maintaining it. He compared the tea grown in these areas as ‘dew from heaven’ quoting a Chinese poet and described the value of tea as a curative and preventive medicine for many diseases on the basis of research papers he had collected from various sources.

In the context of Nepalese economy, where more than 36% people are living under the poverty line and which has a lot of barren land in the hills, he mentioned that tea could be a good and sustainable alternative source of income and employment and thereby help the country in its poverty alleviation effort. He stressed the capability of tea plantation in creating self-employment as well as mass employment of various level at the domestic environment and its very good potential for export. He discussed eco friendly impact of tea in the environment, and possibility in the promotion of socially sound and environment friendly economic activity thereby assisting the country in its poverty reduction strategy.

He requested the minister of agriculture and cooperative to make effective policy for the promotion of tea business by receiving the experience of participating tea planters, processors and marketers so that the country, government, and the entrepreneurs, all be benefited by the policy and procedure. He requested the donors to help the tea entrepreneurs in their effort to produce quality product by developing the code of conduct and maintain a quality export position.

In the context of the bright future of tea business in Nepal, he also raised the apprehension of wrong use of term ‘tea’ by many other herbal drink producers and asked the support from tea friends to consider separating it from tea group and make it free from unhealthy competition.

With all these remarks, he thanked the honorable minister for sharing his experience and giving special consideration to tea sector on newly approved agriculture policy and all the participants for giving their valuable time.

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Mr. Suraj Vaidya

The first paper was on Nepalese orthodox Tea and Commitment to Quality presented by Mr. Suraj Vaidya. The paper of Mr. Vaidya has defined the quality and focused on the need of quality in tea business at all stages from plantation to processing and marketing. He shared his experience of his garden and substantiated the value of quality work and the price an entrepreneur has to pay in its absence.

In the paper, Mr. Vaidya narrated the interlinking relation of small farmers, specially of women, with promotion of orthodox tea as the majority of the farmers producing orthodox tea are small farmers and explained how the benefit sharing helps the society in education, health, employment and socio-economic activity of the rural mass.

Mr. Vaidya explained how the quality could be achieved in Nepalese tea business scenario in short term and long term to make this business sustainable in world environment. He discussed the activities of newly formed tea alliance (Global Development Alliance) and those of HOTPA and a marketing cooperative (HIMCOOP). He discussed the procedure adopted by some of the organized orthodox tea producers and processors as their first step to quality production and processing. The slide presentation of Mr. Vaidya is presented below.

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Nepal & Tea

- Population: growth 2.4% (1,860,000 year)
- 76% covered by High mountains
- North South span is only 80 km, 0.1% of world total land area, 156 ecosystems
- Nepal forest 20% in need of loss of biodiversity (every climate zone in the world).
- Tremendous potential for tea development.

Himalayan Orthodox Tea

- Cultivation began in 1863
- First factory established in 1873
- Production Area: Dakshinkali, Davantri, East, Nawalak, Parachinar, Ramnagar, Sindhupulchowk, Tulsipur.
- Area: 1,000 ha. (Growth rate 17%)
- Production: 1,500 lbs. (Growth rate 17%)
- Contribution: 95% of made into small farmers
- Small Farmers: 5000 supporting 30,000 family members.

What is Quality?

- Quality is the ongoing process of building and sustaining relationships by assessing and fulfilling stated and implied needs.
- Quality is meeting the customer's need in a way that exceeds the customer's expectations.
- "Quality is nothing more or less than the perception the customer has of your product, and your service.
- "Definition of Quality: "VALUE""

Why Quality?

- Customers does not expect less.
- Emerging stringent rules and regulation
- April 25, 2003 EU Pesticides Directives
- Oct 12, 2003 ISO Tempehact of USA
- Quantitative regulations of processed tea by India
- We in Nepal tea industry do not have an option to Quality
- To build and sustain relationships

How do we plan to achieve?

- To produce high quality planting materials through certified tea nurseries establishment.
- To carry out research on Organic Tea Cultivation and production techniques through local resource utilization.
- To carry out research and development work to improve existing productivity of small farmers.
- To develop human resources through regular training on tea husbandry and technology.
- Guarantee "Commitment to Satisfaction"...""
What have we done?

- Attended Tea development (TPA)
- Developed Tea Extension System for the growers (Regular trainees) by Skilled Advisory Officers.
- Institution of Soil Lab and Extension Office with JCA
- TGT: Developed 10 Trainees: 600 Farmers getting trained on a regular basis.
- Popularity awareness campaign targeting growers and tourists
- Initiated Organic Tea Production Trial at Small Growers level: One is already certified
- Established HACCOOP

What is in the process...

- To develop Organic Certification Modality for small farmers certification.
- To certify organic certification accreditation with best available Organic Certification Institution.
- To certify tea on Pedagogical and residues (WRL) meeting International Norms.
- To initiate HACCP in production line processes.
- To develop skilled human resources in tea.
- To launch Quality Logo with COA at International Level.
- To develop R&D within tea Extension System Design.

Our First step to Our commitment on Quality

Mr. Dinesh Ghimire
Mr. Him Chandra Chaudhary
Mr. Ramesh Prasad Subedi
Mr. Nischal K. Shrestha
Mr. Raju Prasad Subedi
Mr. Bishnu Prasad Subedi
Mr. Bishnu Prasad Subedi
Mr. Shashank Shrestha
Mr. Surendra Prasad Subedi
Mr. Dinesh Ghimire
Mr. Purna K. Shrestha

Exwell Tea Estate
Ghima Tea Estate
Kharbangrao Tea Estate
Nepal Small Tea Producers
Sankhewalsi Tea Estate
Sirohi Tea Industry
Sagarmatha Tea Estate
Himlaya Range Tea Industries
Dhulikhel Tea Industries
Kathmandu Tea Producer
Juri Chaudhary
Shree Bishal Tea Processors
Shree Dev Tea Processors
Shree Dev Tea Processors

Our conclusion

We can not separate the process and the human factor, therefore I believe that Quality, when they bring a product, generates goodwill and futures; those who have taken part to be created. When we share them something that we are proud of, what we have achieved and what we have done, because the best is not perfect, but should be the best. We should share them, keep them in a small group, and the secrets of the process, and the secrets of the tea business.

The paper presented was fully acceptable and clear to the participants and the participants raised no question and asked for no clarification after the presentation.

Paper II- Code of Conduct & Nepal logo (Mr. Jim Tomecke)

Mr. Jim Tomecke has been in Nepal as team leader of GTZ/ PSP project. He has observed the Nepalese tea business very closely. In the context of globalization, the business activity of every type has to be qualitative and competitively acceptable to global market. In line with the first paper, this paper had also discussed the road map for quality production and maintenance. The paper discussed the various salient points required to develop the code of conduct for business and especially for tea business.

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The paper had discussed and focused on the need of responsible thinking, recognizing other's work, and consideration for social acceptance/sanction for abiding and not conducting quality production processing. The paper asks entrepreneurs not to bind themselves under legal sanction but accept the responsibility for not abiding the quality practice and therefore follow the process for every one's benefit.

The paper narrated the status of Nepalese orthodox tea business and how the market position could be improved by following a defined code of conduct. It spelled the building blocks for better code of conduct and its practice and basic elements. In the process of explaining the CoC, Mr. Tomecko discussed how CoC helps damage bad image others create in the market, in initiation of ethical business practices, making quality made tea, green leaves and clean processing and supports a large numbers of small farmers. The slide presentation by Mr. Tomecko is as given below.

### Background
- The commercial development of orthodox tea in Nepal is still in its infancy
- Quality standards are interpreted differently
- Business relationships in this sector are still young
- As a result misunderstandings have emerged

### Rationale for a CoC
- Trust is an essential ingredient to value creation in business
- It reduced transaction costs and speeds up transaction time
- It differentiates your business in the market place
- It is of particular importance in the export business
- A Code of Conduct is a confidence and trust building instrument

### Building Consensus
- Recognising the problem and identifying the need for a solution
- Investigating other CoGs and identifying key elements
- Developing alternatives with the main actors in Nepal
- Designing the basic code and generating commitment
- Getting customer feedback

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Assets of the CoC

- The Nepal Tea Logo
- Reputation for high standards
- Market differentiation

Basic Elements of the CoC

- The Main Members (signatories)
  - Producers (green leaf & made tea)
  - Brokers and exporters
- The Standards
  - Respect for the ecology
  - Control of pestsides
  - Promotion of GAP
  - Employment standards
  - Equal opportunity employer
  - Child labour free

Basic Elements of the CoC (cont)

- The Standards (cont)
  - Business practices (made by written agreements)
  - Use of GAP by signatories
  - Inspection of green leaf sources
  - Matching samples with consignments
  - Compliance
    - Open deposit of the Code
    - Attachment to contracts
    - Complaint Procedure
    - Independent Investigation
    - Sanctions

Basic Elements of the CoC

- Business model
  - The driver is market differentiation
  - Funding from applicants & signatories
  - Next Steps (after today’s applications)
  - Establishment of Steering Committee
  - Compliance plan and details of standards
  - Hiring independent supervision agency
  - First Inspections
  - First certifications

In any long term business
"Quality"
is the hallmark of sustainability

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After the paper presentation, the floor had been opened for question and clarification from the paper presenter. The participants raised questions on the use of new logo developed in the process and applicability of code of conduct in CTC tea.

The paper presenter emphasized on the value of logo and its acceptability by the entrepreneur and the market. It stressed on providing logo to those fulfilling code of conduct and making information on garden, practices in gardening and processing transparent.

Remarks of Chairperson of the First Technical Session

The important points covered by the chairperson in the two papers are as follows.

- Tea in Nepal is very important commodity. Agriculture Perspective Plan (APP) has considered tea as priority commodity.
- NTCDB will support the tea industry. We have tea policy to support the commodity. Umbrella agriculture policy is coming. The policy will support the existing tea policy.
- As Mr. Vaidya has pointed out Tea is playing important role in the hills of Nepal. In the context of WTO membership situation, we need to stress for quality. For this I thank signatories of CoC. Government is willing to participate jointly in quality commitment.
- Mr. Jim Tomecko highlighted CoC, which is good not only for tea. It could be applicable for whole agriculture sector, which is heading towards commercialization.
- Government is very cautious on pesticide application. Government is planning to ban import of some of the pesticide. It is developing strategy for Integrated Pest Management IPM/ Integrated Crop Management (ICM) to make quality product. This is started in some commodity like rice and vegetables.
- The inputs of the both the papers are valuable specifically in making the invited delegates informed about the condition of Nepalese tea. Which they can share with their countriesmen and support us to make our tea industry better.

Technical Session II

Session Chairperson: Mr. Prachanda Man Shrestha, Joint Secretary, Ministry of Industry, Commerce and Supply

Paper III- German market for Nepalese teas (Mr. Willi Raush)

Mr. Willi Raush's paper has given broad overview of major tea producing & market player countries of the world in German tea market. It has discussed Nepal's position on the basis of its export and has highlighted the potential market for Nepal comparing the export of Nepalese tea.
with Indian tea, which is equal to Nepalese in quality but has long market reputation as a quality product.

The paper stressed for quality product as the German marketers look only for quality product to market in Germany as well as out of Germany after appropriate blending. It has discussed the distribution channel of black and Green tea and possible ways to present the product directly at consumer level so that the consumers become familiar with Nepalese product and make demand/search in the consumer level markets like super market.

The paper has suggested Nepal to market this product along with market image Nepal has gathered from other fields for example in tourism sector. He suggested using the positive image of the country and popular German personalities who care for Nepal in popularizing the product in that market. The slide presentation of Mr. Raush is as given below.
The German Market for Tea
Opportunities and Challenges for the Nepalese Tea Industry

Main Export Countries to Germany 2003

<table>
<thead>
<tr>
<th>Country</th>
<th>Quantity</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>55,421</td>
<td>79.8%</td>
</tr>
<tr>
<td>Nepal</td>
<td>7,991</td>
<td>11.6%</td>
</tr>
<tr>
<td>Other</td>
<td>5,991</td>
<td>8.6%</td>
</tr>
</tbody>
</table>

The German Market for Tea
Opportunities and Challenges for the Nepalese Tea Industry

Direct Imports from Nepal to Germany

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantities</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>46 tons</td>
<td>0.1%</td>
</tr>
<tr>
<td>2001</td>
<td>49 tons</td>
<td>0.1%</td>
</tr>
<tr>
<td>2002</td>
<td>38 tons</td>
<td>0.1%</td>
</tr>
<tr>
<td>2003</td>
<td>44 tons</td>
<td>0.1%</td>
</tr>
<tr>
<td>2004 (up to now)</td>
<td>50 tons</td>
<td></td>
</tr>
</tbody>
</table>

German Tea Market: Nepali & Indian Imports

<table>
<thead>
<tr>
<th>Year</th>
<th>Nepal</th>
<th>India</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>34.8</td>
<td>8210.5</td>
</tr>
<tr>
<td>1996</td>
<td>37.2</td>
<td>9511.9</td>
</tr>
<tr>
<td>1997</td>
<td>36.7</td>
<td>8598.4</td>
</tr>
<tr>
<td>1998</td>
<td>40.4</td>
<td>8405.1</td>
</tr>
<tr>
<td>1999</td>
<td>66.2</td>
<td>8305.4</td>
</tr>
<tr>
<td>2000</td>
<td>45.2</td>
<td>7298.2</td>
</tr>
<tr>
<td>2001</td>
<td>48.6</td>
<td>7543.0</td>
</tr>
<tr>
<td>2002</td>
<td>36.1</td>
<td>6678.0</td>
</tr>
<tr>
<td>2003</td>
<td>44</td>
<td>6672.0</td>
</tr>
</tbody>
</table>

[Note: If the figures include imports from China, 99% come from Assam. South India and only 1% from Darjeeling.]

The German Market for Tea
Opportunities and Challenges for the Nepalese Tea Industry

Distribution Channels of all black and green tea in Germany in %

- Supermarkets: 61.2%
- Hotels / Restaurants: 4.3%
- Mail Order: 4.0%
- 11.8%
- 1.5% Industry
- 17.2% Tea Shops

The German Market for Tea
Opportunities and Challenges for the Nepalese Tea Industry

Where do consumers buy?

- Distribution in the form of LOOSE tea in %
  - 43% Supermarket
  - 33% Tea Shops
  - 7% Mail Order
  - 5% Other

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The German Market for Tea
Opportunities and Challenges for the Nepalese Tea Industry

<table>
<thead>
<tr>
<th>Year</th>
<th>Imports (in tons)</th>
<th>Exports (in tons)</th>
<th>Imports Export (in tons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1991</td>
<td>136.3</td>
<td>96.0</td>
<td>38.3</td>
</tr>
<tr>
<td>1992</td>
<td>146.6</td>
<td>41.3</td>
<td>105.3</td>
</tr>
<tr>
<td>1993</td>
<td>303.5</td>
<td>58.8</td>
<td>244.7</td>
</tr>
<tr>
<td>1994</td>
<td>340.5</td>
<td>34.4</td>
<td>306.1</td>
</tr>
<tr>
<td>1995</td>
<td>337.0</td>
<td>59.5</td>
<td>277.5</td>
</tr>
<tr>
<td>1996</td>
<td>1,045.0</td>
<td>204.3</td>
<td>1,249.3</td>
</tr>
<tr>
<td>1997</td>
<td>2,297.7</td>
<td>511.9</td>
<td>1,785.8</td>
</tr>
<tr>
<td>1998</td>
<td>5,284.7</td>
<td>1,035.4</td>
<td>4,249.3</td>
</tr>
<tr>
<td>1999</td>
<td>3,745.1</td>
<td>1,472.5</td>
<td>2,272.6</td>
</tr>
<tr>
<td>2000</td>
<td>4,294.1</td>
<td>4,216.3</td>
<td>4,077.8</td>
</tr>
<tr>
<td>2001</td>
<td>4,998.1</td>
<td>2,845.3</td>
<td>7,843.4</td>
</tr>
</tbody>
</table>

Out of these amounts 2400 tons Green Tea were re-exported.

Nepal

What about mountaineering...
...tea from Nepal...
...and a popular person like...

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Paper IV—US market for Nepalese tea (Mr. Marty Kushner)

Mr. Marty Kushner

Nepalese tea is unknown in the US market. Mr. Marty Kushner presented a marketing plan for Nepalese orthodox tea, a product which is not known in the market but can make a niche market and compete with a established brand if followed a product marketing strategically. The paper of Mr. Kushner provides information on US tea market, selling points, consumer behavior, type of product acceptable to the US consumers and process to follow to enter the market.

Marketing Plan for the Introduction of Nepali Orthodox Tea to the U.S.A.

Presented by Marty Kushner at the International Conference November 28-29, 2004

The Situation
- Nepalese tea is a new market. The US market
- Nepalese tea is exported to the US market
- Nepalese tea is exported to China

The Challenge
- Nepalese tea is a new product
- Nepalese tea is a new product
- Nepalese tea is a new product

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Overview of USA Tea Market

Consumption and Spending:
- Marketed for $2 billion
- 65% of tea consumed is in tea
- 40% of tea is imported annually
- More than 50% of tea is from Argentina and China
- These teas do not label when ground over ice
- U.S. consumers spend over $1 billion on tea
- Tea is about 3% of beverage sales
- Next to water, tea is the cheapest drink
- Average per capita consumption 0.3 lbs

Where Tea is Sold:
- Retail tea sales growth in the U.S. through supermarkets – $1 billion annually
- Clubs show design of bar, restaurant, and retail space
- Retail stores (e.g., Barnes & Noble) – $30 million annually
- Restaurants, schools, coffee, and caterers
- Jewelers – per capita spend for tea is low
- Ready to drink (RTD) accounts for one $2 billion in sales annually
- Sales through vending, vending, and soft service industries account for less beverage
- Specialty tea market to exceed $350 million – continues to experience substantial growth
- Specialty tea market to generate higher quality tea, black, green, using natural and organic ingredients
- Bags per capita in this category grows

Marketing Strategies for Orthodox Nepal Tea

- Leaf Tea:
  - First and second flush offered to companies willing to pay premium for highest quality

- Tea Bag Grade, Fonnings, and Brokers:
  - First and second flush offers to companies whose specialty brand name can command premium prices

- Monsoon and Autumnal tea: offered to brands which can command higher premiums in the specialty tea arena

Operational Strategies

- Control specialty brand packages
  - O You are the one – will launch $100 million in tea under this brand name

- Select and appoint importers who service tea salons and specialty and gift shops
  - These importers would be the middleman
  - Importers then to smaller quantities

- Expand network to include segments where consumers can order tea

- Limit Nepal tea with Nepal Tea
  - Include features in the development of trade shows and U.S. launch event

Operational Strategies

- Explore packaging designs with more "eye-catching" appeal
  - Create slogan, "Nepal Tea, The Answer To Heaven on Earth" to convey desirable and mystic of Nepal Tea
  - Explore the possibility of RTD tea brand – made with Himalayan water

- Establish Donna as a specialty tea producer and trade

Public Relations Efforts

Goal:
Communicate exceptional quality and history of Nepali Tea and culture to key target audiences

Strategies:
- Develop on-and off-trade culture, spatial by product in major markets of Nepal to show awareness in Nepal Tea

Challenges:
- Nepal Tea is unknown in the USA

How to create awareness of Nepal Tea:
- Enlist at least three to six specialty tea buyers
- Menu the tea with tea menu with traditional food
- Display the product with a unique retail and hang-bag displays large scale public awareness
- Distribute free samples with background to drive traffic, especially food media in locals

Public Relations Efforts

- Launch Nepal Tea in the USA with specialty story and media event
- Market Nepal Tea among upscale buyers through its history and remarkable flavor
- Distribute free samples to tea shops and restaurants in a market release press
- Engage local communities in an affordable venue facing USA
- Event setting will include visuals of Nepal, food sampling of native Nepali cuisine, music and culture
- Get support of media
- Collaborate sponsors may start the Nepal Tourism and the Ministry
- All media
- Engage media, industry prominent figures will be invited to the event
- Create full media report
- Distribute press release

For the successful implementation of a public relations campaign, Nepal Tea must be purchased and available for sale in the USA

Realistic Goals

Look at the competition: Darjeeling Tea

- Darjeeling is in USA over 60 years
- Top estimate 100,000 kgs in annual import
- Top Retail of India announced they would be spending $300,000 in 2004 to promote Darjeeling Tea

Nepal Tea
- Over next 18-24 months, best estimate of Nepal Tea sales is 14-16,000 kgs

If a brand specialty tea adds Nepal Tea to its line, pollution might increase significantly

Precautions

- beads
- Read is good exhibition and suitable to accommodate tea transport
- Warehouse and blending facility
- It is important that the establishment be built to ensure the market is not ruined and blend properly
- Proper blending and blending
- Do not add logo, use brand individual identities

- No financial hurdle
- Conduct tea business with bank guarantee and not to rely on credit
- Establish a Tea Research Institute to assist small holder farmers

Next Steps

- Expand two people come to Nepal, make and direct sales 12% similar to the P3 event
- Investigate pricing for organic green and green tea in purfors to determine if your product is competitive to offer a similar attraction
- Ask importers who are willing to inventory and package quality nepali tea for sale to their clientele
- Initiate a sampling program for branded specialty tea packages
- Begin preparation to exhibit in 2005 India Expo
- Increase the number of tea kiosks in the USA or that public relations awareness campaign can begin
- Begin cost analyst for a Nepal Tea exhibit. This should occur at an appropriate tea show in the USA during 2005

Summary: What needs to be done

- Pre-Challenges:
- how to introduce to the market representative quality tea
- The Solution:
- Create promotion as well as brand awareness

- The Challenges:
- how to introduce the product among the public
- The Solution:
- Sell a branded tea with Nepal tea as a representative with specialty tea buyers and awareness is created through the P3 and promotion campaign

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Remark of the Chairperson of Second Technical Session

Chairperson Mr. Prachanda Mad Shrestha, Joint Secretary, Ministry of Industry, Commerce and Supply, praised the papers and thanked the organizers for arranging such a meeting. In the context of globalization, Nepal has to be competitive, produce a quality product and sell well in the market. The papers have given clear-cut marketing guidelines in Germany which is aware of Nepal and Nepalese tea as well as in the USA which is aware of Nepal but not of Nepal as a tea producing country.

Chairperson asserted the support of HMG in such endeavors of private sector and requested the entrepreneurs to produce quality product desirable to the market.

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Day Two
The paper on Nepalese CTC Tea presents the production and processing of CTC tea and its trend. The paper indicates the difference it has with the orthodox tea as a product, its market and contribution to the economy primarily in import substitution and in export promotion. The paper gives details of the dependency of CTC tea on small farmers and the role of organized large commercial farmers in production and processing.

The paper highlights the stakeholders of the activity, the role of national tea policy and value of Nepali tea logo and the commitment of Nepalese tea entrepreneurs on market promotion, tea processing and expansion of the plantation, presented by Mr. Agrawal are given below.

### Nepal C.T.C. Tea: Production Status 2003/04 (Estimated)

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>No. of Tea Estates</td>
<td>90</td>
</tr>
<tr>
<td>No. of Small Farmers</td>
<td>960</td>
</tr>
<tr>
<td>Production (ton ha)</td>
<td>9375</td>
</tr>
<tr>
<td>Production (ton kg)</td>
<td>1050</td>
</tr>
<tr>
<td>No. of Workers</td>
<td>23</td>
</tr>
<tr>
<td>% share of small farmers in area</td>
<td>28.6%</td>
</tr>
<tr>
<td>% share of small farmers in production</td>
<td>28.8%</td>
</tr>
</tbody>
</table>

### Tea Plantation Area Coverage (1996-2004)

### Tea Production Trend (1996-2004)
Domestic Market

- Estimated demand (2003): 8.5 million kg. Around 330 grams/kg (8 kg) per year.
- Major demand of Tea is not through promoting. Nepalese Tea packaging and labeling under popular brands exists in neat packages as well as loose bag.
- Export:
  - Currently not feasible in Tea.
  - But, as a customer's choice, many demand is obtained through import from India. In neat package under different trends as well as cheap.

Export Trend of Nepalese Tea

Tea Import by Nepal

- More than 25 million kg of CTC tea is imported to have been sold to India and Pakistan in 2003-04.
- Current trend indicates an increase to 4 million Kg of CTC Tea to import to India.

CTC Tea Export Prospect in Pakistan

- Tea Exports in 2003-04: 0.97 million kg worth 1.04 million US $ (average price US $ 1.09 kg).
- Tea export: 24-September: 0.4957 million kg.
- Although most of the places are open, if the price is favorable, Nepal's export capacity could supply up to 6 million kg in 2003-04.
- By 2005/06, Nepal will be in a position to supply up to 6.5 million kg.

CTC Tea Producing Industries of Nepal (1) 2003-04

CTC Tea Producing Industries of Nepal (2) 2003-04

- Stakeholders and Agencies supporting CTC Tea Sector Development:
  - NTPA (Nepal Tea Procurement Agency)
  - NTA (Nepal Tea Association)
  - NTCD (National Tea and Coffee Development Board)
  - Other Agencies supporting Tea Development:
    - Agro-Enterprise Center (ACE) of Federation of Nepal Chambers of Commerce and Industry

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Nepal: National Tea Policy 2000

- Plantation Area to be increased to 40,875 ha by 2020-26
- Production to be increased to 46.11 million kg by 2020-21
- CTC, 10 million kg and Orthodox tea, 10 million kg
- Employment opportunities for 76,000 persons

National Tea Development Board established by an Act in 1991 with Prime Minister of Agriculture and Cooperative as chairman, is responsible for the implementation of this policy.

Market Promotion and Diversification Activities

- Introduction of Nepalese tea in unit packages and tea bags under prominent brands.
- Generic promotion of tea as a health drink and promote the consumption of tea in domestic market which is too low.

Commitments and Actions by Tea Industries

- Adoption of National Logo of "Nepal Tea" introduced by Nepal Tea and Coffee Board
- Collective efforts to conduct Integrated Pest Management System in Tea Plantations and strict pesticide use pattern to meet the international requirements and launching of awareness programs at the farm level, for use of pesticide and mindset effect.
- Commitment to the production of quality tea by adjusting proper 7-day norms in tea plucking.
- Promoting Tea Auction Center for marketing of tea.

After the paper presentation a number of questions were raised on the export potentiality of CTC in other countries and the requirements of the plantation and processing industries for maintaining the quality CTC product. The paper presented with the help of CTC tea producers and exporters satisfied the queries. As discussed, CTC has export market potentiality in UAE, UK and in other countries. In relation to quality, the meeting suggested to maintain seed bush as well as clone bush and variety plantation.

Paper VI-Prospects of Organic Tea and Market Scenario (Mr. Harish Mukhiya)

This paper has discussed the organic tea and its benefits. In the process of paper presentation, Mr. Mukhiya also discussed on compost (Vermi and green) and its making process at farm level. Since 85% of orthodox tea growers are small farmers, he explained how a small farmer could help him/herself and the country growing organic product.

Mr. Harish Mukhiya
He discussed the growing market of organic products, the relationship between chemical fertilizers and soil nutrient, and the role of chemical fertilizers in polluting underground water systems.

He suggested that Nepalese entrepreneurs should make long-term planning on tea business for maintaining long-term quality. He stressed on the key role of government cooperation and the requirement of good understanding between government and private sector to implement quality control measures and collect quality product at national level. According to him, it is easy to produce bad tea from good leaf but not good tea from bad leaves. For uniformity and to maintain quality production, it is required to manage quality at all level from production to processing and packaging. For quality production, he stressed on the need of continuous workshop, seminar among growers, producers, processors; regular extension program and training to the farmers. He suggested in extending due importance to altitude, soil quality and its nutrient content as these all affect entrepreneurs for a quite long period. He recalled the quality of Mirik Type soil and its relationship with particular tea variety as not a good combination.

His paper, though talks only on organic farming and the benefits and importance of organic products in marketing but during the presentation he put forward many important information which he had gathered during his 39 years experience as a plantation person.

During presentation he also stressed Nepalese entrepreneurs to create their own identity but not hide or feel lost their identity under Darjeeling brand. He suggested Nepal to maintain a balance between clone and seed variety plants on the basis of collecting plant from the old and established gardens of Nepal. He mentioned that development of auction center, research & development wing for tea also helps in building quality product and brand establishment in tea market. He asked the government and processors to help small farmer to produce quality raw materials for them.

The paper presented by Mr. Harish Mukhiya is given below.

ORGANIC TEA

(A) ABOUT ORGANIC FARMING

Tea is grown naturally without the use of any chemical pesticides and fertilizers. It is also important to manage the tea farm in a sustainable manner and whatever is generated within the farm. However, by organic it does not simply mean you stop using chemicals and harvest. This type of organic by default is not sustainable and acceptable.

In order, therefore, to become sustainable the following practices must be followed:

(i) Maximum consideration of Ecological and Environment aspects and the aim to turn a farm into self-sustainable organism using renewable resources grown within the farm.

(ii) To work with the natural system rather than seeking to dominate them.

(iii) To avoid all forms of pollutions that may result from the agricultural techniques should be adopted.

(B) BENEFITS OF ORGANIC PRODUCTS

(i) CONSUMERS: The products from organic farms are free from any chemical residues and therefore, healthy products. It must, however, needs to be certified by a reputed Certifying Organization.

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(ii) **SOCIAL**: Since no chemicals are used in its production, the entire community living in the farm as well as all the animals, flora and fauna will be healthy as they will have the access to clean air, water, food, vegetables, milk etc.

(iii) **ENVIRONMENT**: In order to undertake sustainable organic farming, it is absolutely essential to create micro-climate by growing suitable shade trees, shelter belts, avenue tree, legumes etc. This will protect the flora, fauna, diverse plants, and wild animals. Besides these, the entire principle of organic farming encompasses environmental aspects.

(iv) Women Empowerment: In tea plantation the women play a vital role, as 80% of the tea pluckers are women. The quantity and productivity depend on the performance of women pluckers. They are therefore, the backbone of the sustainability of the tea plantations.

**C) MARKETING OF ORGANIC TEA**

The consumers world over are getting conscious of their health and are also about the environment. In this scenario it is very essential to propagate and make aware to all consumers about the benefits as well as its role towards community and the environment aspects. If the consumers are made aware of these facts organic tea will get preference over the conventional teas.

To quote one International buyer during the 2nd International IFOAM Conference held in Calcutta in 1997:-

"The consumers also expect, and this is even more important, that this type of organic production has a huge advantage for the people who are living in the area where the tea is being grown. The European buyers want to be sure and certain that the product being sold as organic had preserved environment in the process of production."

**D) SUMMING-UP**

The experts have pointed out that increasing chemical fertilizer use may not produce the expected yield, particularly in areas where the fertilizers are being regularly used. The fertilizer use efficiency is only 30-35%, the remaining 65-70% of the nutrients reach the underground water resources in the form of nitrate polluting water bodies.

Therefore, it is unavoidable that organic farming has to be taken up not only to prevent contamination by chemicals in the product but also to avoid the soil from becoming sick and unproductive.

**Questions**

Some of the questions raised by the participants and the answers given by Mr. Mukhiya are given here considering its importance to the tea sector.

Q. What is the difference in tea produced with chemical fertilizer and in organic environment in terms of price and production? How production is stabilized with organic process of production?
A. As per his Darjeeling experience, there were 85 tea gardens using chemical fertilizer and only one organic tea garden till 1995. From 1995 onwards, they realized that the production of non-organic tea garden went down as low as by 30% due to old bud. Such decline in production was not observed in tea garden following organic farming. The garden, which had been converted from inorganic to organic took three years to stabilize the production. After three years of conversion onwards production had stabilized and over all loss was decreased by 10% only.

Q. Ilam & Darjeeling has same ecology, which variety of plant is good for these area?

A. One should plant saplings collected from an established garden. Which has a reputation for quality. In case of Ilam - Sukim has old varieties, so he suggested expanding these varieties rather than depending on Darjeeling ones.

International Buyers' Presentation and closing of session III

As in the first day, two of the distinguished participants shared their experiences and expectations from Nepal in the promotion of tea business. The members who shared their experiences and their details are as follows.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mr. Manik Raj Jaykumar</td>
<td>USA</td>
</tr>
<tr>
<td>2</td>
<td>Mr. Sunjeeb Kanoi</td>
<td>India</td>
</tr>
</tbody>
</table>

Mr. Manik Raj Jaykumar, USA

Mr. Jaykumar is a Sri Lankan by birth. He had been involved in tea growing business for 25 years in the past in Sri Lanka. Today he lives in the USA and has been importing tea for an US tea company since last 12 years.

According to him, Nepal is in good geographical position for tea plantation. Falling in good location is not enough as many countries in the world are producing tea and supplying quality product in the tea market. The geographical location and scientific practice in combination remain helpful in producing quality tea and the quality of the product only will play critical role in the market. He suggested to attempt for quality product as desired by the market and to involve and help other stakeholders.

According to him, most of the teas in US fall under RTD (Ready To Drink) category. It is no. 1 item in Japan. It is coming up in the US and is expected to come up in other country also. The product for RTD purpose has to meet the required quality. The quantity of sales of each item is directly proportional to the quality. USA is mostly coffee drinking area. In the US, health and Tea should go together. One should enter US market with quality tea linking it with health. Recently a number of tearooms are being opened in the US and Germany. He suggested to market quality Nepalese tea to find its place in the US market.

Mr. Sunjeeb Kanoi, India

Mr. Sanjeeb Kanoi is importing Tea from Nepal since 1995. He does not have problem with the quality of Nepal tea but he has suggestion to make Nepal tea better in the coming days to fetch better price.

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He suggests Nepalese entrepreneurs not to compare the Nepal tea with the Darjeeling, which has its own name in the market. Yet, Nepal tea has not been able to fetch right price in the market due to a couple of reasons. Some of the reasons he has identified are as follows.

- **Poor Transport facility**
  The production of Nepalese tea is less in quantity and there is no facility to transport lesser load. The waiting time for full load many times hinders in fetching the right price from the market.

- **Long waiting time in quarantine and inability to transport the product for sale in time**
  Tea of different flushes has different value in the market. The first flush tea fetches good price when it reaches the market during first flush time and so on. Since last couple of years, Nepalese tea has to park in quarantine office for long period and many time fail to reach the market in right time. This is causing difficulty for Nepalese tea getting right price and establish in the market. Mr. Kanoi suggested working with the government to facilitate reducing the waiting time in quarantine. He stressed to consider the shelf life of tea before transporting it to the market.

- **Need to concentrate on quality production**
  Nepalese tea bushes are new bush. They can produce quality tea with due care in plantation and processing. Mr. Kanoi suggests Nepalese entrepreneurs to create a separate identity of Nepalese tea on the basis of its strength. This approach helps the actors of different level to work with responsibility and efficiently. Since this is a food item and the revolution on food item is more for organic production, there is need to concentrate on small farmer to processor for quality production. Factory has to be very careful on quality of green leaves and in processing and keeping level of tolerance much in control.

**Chairperson’s remark**

Chairperson – Honorable Dr. Hari Krishna Upadhyaya, Member, National Planning Commission

Chairperson Honorable Dr. Hari Krishna Upadhyaya thanked the organizers for providing such an opportunity to learn from tea experts and share their opinions for the promotion of tea sector. Dr. Upadhyaya spelled the significant progress made in tea plantation, processing and marketing but felt the development not being as desired by the market. He summarized the stress of the papers presented as the need of the country to campaign for organic farming and need for quality production practices.

Dr. Upadhyaya said, 'Quality output is the result of independent and combined exercises of a lot of stakeholders of the activities.’ In the case of tea, a lot of inputs have to be given to farmers from government as well as by the private sector for quality production at farm level, the base for quality tea production. He stressed the need to promote integrated pest management to promote organic farming and develop appropriate mechanism to build the private public partnership in all such activities. He expressed the willingness of government to be a part of such exercise.

Dr. Upadhyaya informed the participants about the new agriculture policy which has given due importance not only to farmers but also to agro-entrepreneurs and stated the purpose of this being

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to make entrepreneurs capable enough to produce products of international standard. He thanked the paper presenters for their informative and thought-provoking papers.

Technical Session IV
Sessions Chairperson: Mr. Binod B. Shrestha, President, Federation of Nepalese Chambers of Commerce and Industry (FNCCI)

Chairperson Mr. Binod B. Shrestha discussed about the network of 50000 direct and indirect members of FNCCI. He discussed the concerns of FNCCI on social activities, micro, medium and small business activities and support small farmer's well beings. He emphasized the role of public private partnership and asked NTCDB to present the paper on government support.

Paper VII- Private Public Partnership in Tea Sector (Mr. Tara Nath Sharma, NTCDB)
Mr. T. N. Sharma, Deputy Director, National Tea & Coffee Development Board presented the paper on the public private partnership position in Nepal in reference to tea business. The paper presented a complete picture of Government support in tea sector. The paper presented is as given below.

Private Public Partnership in Tea Sector

Nestled between China in the north and India in the east, south and west has geography from the deepest gorge to the highest peak in the world. Nepal lies between 29° to 89° east longitude and 26° to 30° north latitudes. It has an area of 147,181 sq km with a multi-racial, multi linguistic and multi religious population of 24 million. The Mt. Everest - highest peak of the world and lord Gautam Buddha. The "light of Asia" are the pride of Nepal.

Mr. Taranath Sharma
Nepal has a much diversified climate with varied geographical location. It comprises the highest peak of the world descending down to 60 metres, at Kochana in Jhapa. And this geographical diversification is the most important speciality of Nepal.

Nepal – an agro-based country where more than 80% of population is engaged in agriculture and this accounts for 42% of GDP. Tea plantation in Nepal started over one and a half century ago by the Royal Army of Col. Gaj Raj Singh Thapa with the pure China seeds received as a token of gift from the Emperor of China in the year 1862. It is almost during the same time Indian tea plantation was started. Nepal tea development remain stagnate throughout the century. The government established Nepal Tea Development Corporation during 1966 AD and entrusted with the responsibility of all promotional activities for the sub sector as a whole…

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The private sector enthusiasm involved, especially in eastern Tarai, came during 1960 with establishment of Buddabhar Tea estate, the oldest Tea Estate in Private sector. Similarly, the implementation of GDA funded Tea Development Project (1979-84) & the smallholder scheme, which was initiated by NTDC & ADB in the year 1978, especially in eastern hills. It helped to improve the socio-economic condition of the farmers.

The Late King Birendra proclaimed Jhapa, Ilam, Panchthar, Dhankuta and Terathum as Tea Zone in 1983. His Majesty’s Govt. commanded some package programs including soft interest loan, rebate in the land revenue, liberalized land ceiling for tea plantation and free transportation facilities for planting materials at subsidized cost. NTDC established Tea Extension offices in the tea zone declared districts. Consequently, there was huge extension in tea plantation area.

The main objectives of Tea Zone declaration
- Development and promotion of Tea.
- Enhance production.
- Motivate the farmers to grow tea in their holdings.

Privatization:
His Majesty’s government draws a concept of privatization of nation owned industries in 1998/99. It was hoped the privatization scheme would bring much necessary capital and expertise to an industry. The Nepal Tea Development Corporation was privatized in the 2000. So, the government has focused private sector involvement for tea development.

Institutional management:
After the realization of its importance in economy, environment and employment, again His Majesty Government established National Tea & Coffee Development Board under the NTCDB act for the over all development of tea & coffee in the year 1992.

Objectives:
- To formulate and implement Tea & Coffee policy to produce, process and marketing.
- To find out the solutions of the problems regarding Tea & Coffee Development.
- To initiate the tea cultivation in cooperative basis.
- To manage the inputs for the development of tea & coffee industry.
- To support the person or institutions related to tea and coffee industries developing a research center with modern technology.
- To manage studies for the development of Tea & Coffee industry sector.
- To co-ordinate the institutions active in tea & coffee development.
- To help and support tea & coffee industries.

Involvement of Non-governmental Institutions:
Besides these, there are non-governmental institutions, which are involved for the development of the tea sector. Some of them are:
- Nepal Tea Association NTA is an association of tea packagers and – exporter
- Nepal Tea Producers Association NTPA is an association of CTC Tea producers
- Himalayan Orthodox Tea Producers Association- HOTPA is an association of orthodox tea producers.
- HIMCOOP is a cooperative of tea traders.
The only ambition of all these Association is to enhance quality production and promote domestic and international market. Above and beyond, there is a new institution – Nepal Tree Crop Global Development Alliance, which objectives are:

- To develop a marketing strategy to promote Nepali, Tea & Coffee in the international market.
- To establish a code of conduct for a sound trade practice.
- To provide a special focus for quality tea production.
- To establish a requisite infrastructure for the development of tea industry.

The Alliance has following members:
- National Tea & Coffee Development Board
- Agro Enterprises Center (FNCCI).
- Wimrock International
- JICA
- GTZ
- HOTPA
- HIMCOOP

Production and consumption:
Orthodox tea in Nepal is grown and produced above 1500 MSL. The area under Orthodox tea as around 7000 hectares and produced 1.5 mg kg. during 2004. There is an increasing trend by 20% annually. Almost 60% of green leaves for orthodox tea are being collected from the small holders and manufactured in the bought leaf factories.

CTC tea is produced in the eastern plains of Nepal. The area under CTC tea is around 8000 hectares, which produced 10 million kg. during 2004. The growing trend is 20% annually. Similarly, large percentage of green leaves come in the factories from the small holders.

The per capita annual consumption of tea in Nepal is estimated to be 350 grams. Which is the lowest consumption in the south Asian countries. 90% of orthodox tea is being exported and some CTC as well. Nepal exported about 3.85 million kg. of tea to Japan, Germany, America, Australia, the United Kingdom, Pakistan and some other countries. The production record is as follows:

**Tea Plantation Area and Production (2004):**

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Particulars</th>
<th>Orthodox</th>
<th>C.T.C.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Area</td>
<td>Production</td>
<td>Area</td>
</tr>
<tr>
<td>1</td>
<td>Garden</td>
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<td>Small Holder</td>
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<td>Total</td>
<td></td>
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</table>

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<td>3358</td>
<td>3502</td>
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<td>10250</td>
<td>1997</td>
<td>2346</td>
<td>1264</td>
<td>1301</td>
</tr>
</tbody>
</table>

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From the snow-laden peaks to the fertile tropical land, Nepal is one of the few places in the earth where Mother Nature can be seen in all her finery. There is abundant of natural resource to produce specialty orthodox tea. National Tea & Coffee Development Board with the collaboration of the private sector is trying its best to overcome all the challenges to make a green belt in the tea feasible area. NTCDJB in partnership with private sector have already initiated plant protection and organic farming awareness campaign in tea plantation area. The program has revealed encouraging result in short time. This experience gained in this sector can be adopted in the new area plantation for quality production.

**National Tea Policy:**
- Extremists of plantation area,
- Enhance the production of tea,
- Create an opportunity of direct employment for the local people,
- Priority lending, principle repayment and interest payment schedule facilitation,
- Rebate on the land registration tax,
- 50 years lease prospect of Government land to plant tea,
- Creation of tea development fund,
- Introduction of cess (service fee) to manufacturers and importers,
- Establishment of Research and Training center in collaboration with private sector,
- Incentives to ancillary industries,
- New Institutional Arrangements of Board with more Pvt. sector participation,

**Government Support:**
To implement National Tea Policy and develop tea sector as a whole the government has extended different type of support to the farmers and planters. Some of main points are as follows:

- Training to the farmers and planter,
- Technical support to the farmers and planter,
- Distribution of planting materials at subsidized cost,
- Farmers motivation programme,
- Subsidy on transportation of planting materials,
- Extension of tea cultivation on new districts,
- Loan support to growers and producer at maximum level,
- Initiation of presenting Nepal tea as gifts to the foreign government delegates for development of market at the international level,
- Conduct seminars and meeting of the farmers on TPM with collaboration of private organization,
- Initiation or organic farming in some districts with private sector participation,
- Conduct workshop and meeting of the farmers on identification of non-chemical pesticides and use judiciously.

**Potentials:**
There is abundant virgin natural resource feasible for tea cultivation in Nepal where organic tea can be produced.

The internal per capita consumption is very low and can be increased.

Policy issues can be updated with the co-ordination of public private sector accordingly where ever it need.

Nepali tea should be marketed in the domestic and international market with the National logo.

The promotional activities are not enough and this should be encouraged with the joint effort of public private sector.

Tea producing countries in the world should take a combine strategy for marketing.

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**International Buyer's Presentation**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name</th>
<th>Country</th>
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<tbody>
<tr>
<td>1</td>
<td>Mr. Thomas Holz</td>
<td>USA</td>
</tr>
<tr>
<td>2</td>
<td>Mr. J.P. Gurung</td>
<td>India</td>
</tr>
</tbody>
</table>

Mr. Thomas Holz, Germany

Mr. Thomas Holz, an international tea buyer gave very important product marketing tips to the Nepalese entrepreneurs in the meeting. He discussed growing market characteristics of Germany and Europe as growing market for RTD items in tea type drinks. He mentioned the need to identify the buyer and his requirement as each of the buyer has different market and prefer to buy different quality product. Similarly he mentioned a desirable characteristics of a good marketer as a person of good product knowledge, willingness to travel and capable to find answers of following three pertinent questions of product marketing. a) Who is where? b) Who is who? c) Who need what?

Mr. Holz indicated the capacity of young business to produce higher quality product and asked the producers and processors to join hand and maintain it, as there is less market for average quality product and broad market for quality product due to rising consciousness on health and demand for better product. According to him 40% sale of tea is done through super markets and the supermarkets buy the products from the importers. Yet the tea marketers, it is important to know the behavior of importers and the taste of market from the super markets. In a question regarding some bullet point on product marketing, Mr. Holz said there is no short cut in marketing, it is part of long term planning, one has to approach people and ask them. Every body is different and has different requirement. During the presentation, he also discussed the existing import condition and need to open Letter of Credit and make advance payment by the importer. In the situation of developing trust, he mentioned that the importers prefer to pay after receiving the product and therefore he suggested developing the payment mechanism after acceptance of the product.

Mr. J.P. Gurung, India

Mr. J. P. Gurung is General Manager of a well-known Tea Garden of Darjeeling. He shared the difference between Darjeeling and Nepal in the context of orthodox tea production area. According to him, the differences between Darjeeling and Nepal in tea business are the following:

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48 Nepal Tea & the World 2004, Kathmandu
a) Darjeeling has a small number of small farmers and there are more organized larger farms than in Nepal.
b) It has more labor problems than in Nepal.
c) Darjeeling gardens are 130 years old. Nepalese bushes are young.
d) It is a fact that a large quantity of Nepalese tea is going to Darjeeling. There is no way to stop that as long as Nepal does not establish its own market. This happens so because there is no market for Nepalese tea and on the other side, yield of the tea garden is going down in Darjeeling but it has good reputation and prominent market in the world.

e) Darjeeling tea entrepreneurs are developing Geographical Indicators (GI) for intellectual property right and Nepal has not thought about this so far.

Mr. Gurung suggested the Nepalese entrepreneurs to learn from Darjeeling and develop their own identity to market their product in international market. He said that much more unnecessary hype are given that Nepal & Darjeeling are in competition, which is not true. Each has own strength and one has to cash on that character. He stressed the need of Research and Development and develop own infrastructure for quality production, which only has market in coming days.

Tea Tasting Session
After the technical session, a tea tasting ceremony was organized. The entrepreneurs involved in exhibitions had displayed their products in packet as well as in RTD form. They offered the distinguished guests to taste and feel the flavor of Nepalese orthodox tea at the event site.

Award Ceremony
The Right Honorable Prime Minister Mr. Sher Bahadur Deuba distributed Award and Token of Appreciation Gift to the International Buyers.

Following fellow members received Award & Appreciation from the Prime Minister for their contribution in the promotion of Nepalese tea abroad. During the ceremony, the prime minister labeled their contribution as excellent and they were considered the Ambassadors of Nepalese tea.

**Award Recipients of "Nepal Tea and the World 2004"**

**Ambassadorial Award:**

| 1. Mr. Mohammed Hamid Janoo, Pakistan | 4. Mr. Hans Reischl, Germany |
| 2. Mr. Thomas Holz, Germany | 5. Mr. Manik Raj Jaykumar, USA |
| 3. Mr. Ortwin Rave, Germany | 6. Mrs. Sakae Yamada, Japan |

**Award in appreciation for the contribution in the promotion of Nepalese Tea in India**

| 1. Mr. Mohan Chirimar, India | 4. Mr. Sanjeeb Kanoi, India |
| 2. Mr. Dhirendra Desai, India | 5. Mr. Manej Jawar, India |
| 3. Mr. Kiran N. Desai, India |
Closing Program

In the closing program, Dr. Deval Shakya, Executive Director of Agro Enterprise Center, presented the event summary. Dr. Shakya expressed happiness on the successful completion of the event. He thanked the Minister of Agriculture and Cooperatives for his valuable time and contribution to the event. He thanked the thought provoking tea marketing road map presented by distinguished paper presenters Mr. Willi Raush and Mr. Marty Kusnetz of Germany and the USA respectively. The papers had presented guidelines for tea entrepreneurs to market their products and highlighted the areas where they have to be cautious in order to become competitive in the market.

He thanked Mr. Jim Tonnecko for excellent paper on code of conduct, which educated the orthodox tea entrepreneurs on value of code of conduct, its building blocks and its role on quality production, processing and marketing.

Similarly the paper presented by Mr. Sunil Vaidya highlighted the commitment of tea entrepreneurs. It had highlighted the situation of Himalayan Orthodox tea, value of quality of orthodox tea from production to processing in the growing international market for quality product, the process Nepal has adopted to enhance the quality of Nepalese orthodox tea and the commitment of the tea entrepreneurs.

The paper presented by Mr. Adhivani Agrawal had given broad picture of production, processing and marketing situation of CTC tea. The information was elaborate one and informative to consider its impact to the economy. Mr. T.N. Sharma from NCFB provided extensive information on public private partnership status, support position of government and its commitment for private sector led development of tea business.

The paper on organic tea farming presented by Mr. Mukhiya and the deliberation he made during discussion session provided a lot of pertinent information to Nepalese entrepreneurs on quality tea garden development, alternative to chemical fertilizer and market position of organic product. His long experience on Darjeeling and discussion on comparative situation of Nepalese orthodox tea and his suggestion to market Nepalese product with separate identity was interesting and excellent. Dr. Shakya thanked all the paper presenters for their valuable effort.

He thanked the foreign delegates respectively Mr. Osonia Rave, Mrs. Sanjeev Jantada, Mr. Mohan Chirinar, Mr. Marty Kusnetz, Mr. Manik Raj Jaykumar and Mr. Sanjeeb Kanoi for sharing their rich experience on orthodox tea marketing and expectation from Nepalese tea entrepreneurs for its brighter future.

Dr. Shakya stated that the beauty of the tea event was the active participation of all stakeholders of the tea. The meeting had representatives from policy makers, policy implementers, producers, processors, buyers and donor agencies supporting the sector. The presence of officiating secretary of Ministry of Agriculture & Cooperative, Joint Secretary of Ministry of Industry & Commerce, Member of National Planning Commission and president of FNCCI as chairperson to the technical sessions were the other important charms of the event as these agencies are the key institution to develop and implement plan for the betterment of this sector.

The feather cap of the event was the presence of foreign journalists who came here to understand the position of tea business of Nepal and will be educating the potential buyers & consumers of Nepalese tea.
their respective countries. Dr. Shakya thanked all participants, member delegates, distinguished guests, donors and other well-wishers of the Event for their support.

After the event, Dr. Shakya, the Officiating Secretary Mr. Bhairab Raj Kami presented a token of appreciation to the following important individuals for their valuable contribution for the promotion of tea business in domestic as well as foreign market. The tokens of appreciation were presented to the following individuals.

Token of appreciation were presented to the following recipients:

1. Mr. Marty Kuhl, Paper Presenter, USA
2. Mr. Harish C. Mukhiya, Paper Presenter, India
3. Mr. Willi Rausch, Paper Presenter, Germany
4. Mr. Jiri Toorecky, Paper Presenter, GTZ/Germany
5. Dr. Davta Bhakti Shakya, Organizer, AEC/FNCCI
6. Dr. Thomas Henn, Germany
7. Mr. David Drouin, Journalist, USA
8. Dr. Susanne Weingarten, Journalist, Germany
9. Dr. Wolfgang Lechner, Journalist, Germany
10. Mr. Roger Tröved, Journalist, Germany
11. Mr. Joern Freyenhausen, Journalist, Germany

Similarly, Mr. Bijaya Nath Bhattarai, Deputy Governor of Nepal Rastra Bank presented a token of appreciation to the following important individuals for their valuable contribution for the promotion of tea business in domestic as well as foreign market. The tokens of appreciation were presented to the following individuals:

1. Mr. Luke Colavito, Organizer, Winrock International
2. Mrs. Elise Shrestha, Organizer, GTZ

After the award ceremony, Mr. Krishna Prasad Dhakal, Executive Director of NTCDB extended vote of thanks in the closing program. The event of 'Nepal Tea and the World 2004' ended after cultural program and dinner.
Press Release

"Flavours of the Himalayas"

Nepal Tea & The World 2004 (International Tea Event)

Organized by Nepal Tea Council & Euroflora International
Co-hosted by Nepal Tourism Board & Euroflora International
Venue: Kathmandu, Nepal. Date: 10-12 November 2004

Nepal Tea and The World 2004 is a high-profile tea event which will showcase the best of Nepal's tea and promote its image as a world-class tea producer. The event will feature a variety of activities including a tea tasting competition, a tea festival, and a tea trade fair. It will attract tea connoisseurs, traders, and tourists from around the world.

The event aims to promote Nepal's tea industry and increase awareness of its unique tea varieties. The tea tasting competition will feature teas from Nepal and other countries, and the tea festival will showcase traditional tea-making techniques and cultural performances. The tea trade fair will provide a platform for tea producers and traders to network and exchange ideas.

The event is organized by the Nepal Tea Council and co-hosted by Nepal Tourism Board and Euroflora International. It is expected to draw a large number of participants from around the world.

For more information, please contact:
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Website: www.nepaltea.gov.np

Euroflora International
Phone: +34-91-555-5555
Email: info@euroflora.com
Website: www.euroflora.com

52 Nepal Tea & The World 2004, Kathmandu
Prime Minister’s address to the International Delegates in the “Nepal and the World 2004”
Meet in Nepal
Meeting at Baluwatar on 20th November 2004

Heartily welcome the delegates from Germany, US, Japan, and India who are here in Kathmandu. Thank you for your efforts and support in promoting Nepalese Tea in respective countries. I congratulate and extend my deep appreciations to those who have been recognized by the organizing committee of the event, today, with awards/appreciation gift for promoting Nepalese Tea in their respective countries.

Tea has a long history in Nepal but its commercialization started lately and Nepal has yet to establish its Image in International Market.

Realizing the potentiality of Tea Sector in the national economy, His Majesty’s Government has announced the national Tea Policy in four years back. As an increase in production of tea generates more income for small farmers and more employment at the industrial estate level, increase in the tea plantation area and the numbers of small tea growers is seen in the recent years. This is a good sign of progress in the production front.

His Majesty’s Government is also giving due priority in the expansion of tea beyond the existing production areas to give opportunities to large populace. Taking advantage of agro-climatic situations, more and more tea plantation has started by private sector in many hilly districts including Sindupalchowk and Dolakha.

At present, Nepal has reached a stage where its production of tea has already exceeded domestic demand. Although there has been a limited effort in export promotion, private sector has done their best to promote Nepalese tea in the international market and lately significant efforts have been made in building the Image of Nepal Tea in the global market. I consider this is a very good beginning and the Government will extend all possible support to the private sector in their export promotional efforts. I am looking forward to get the consolidated feedback from the buyers and sellers meet, which is now undergoing. I will assure the delegates that the Government will consider the recommendations and make every possible policy and procedural improvements to make sure that Nepalese tea could expand its international buyers during the meeting. I consider this as a very good start by the stakeholders in building the quality image. HMG will extend all possible technical supports to the private sector in fulfilling their quality commitments.

I wish the event a great success. Look forward to have such events periodically. I hope the international delegates have pleasant stay in Nepal. I am very glad the delegates include journalists from Germany and USA. Special thanks are due for them as well. I gather they will be visiting eastern parts of Nepal to see some tea growing areas and processing factories.

Thank you all.
Nepal Tea and the World 2004

Session IV: Chairing the session by FNCCI President Binod Bahadur Shrestha

Comments from the Chair: Points to be included

Thank you very much for giving me this opportunity to chair the fourth Session of Nepal Tea and The World 2004 Conferences, which covers the important part of the presentation on Tea Sector development – "Private Public Partnership in Tea Sector" as the Government personality in Tea in the Government Sector.

I am also fortunate to chair the session when the Eminent Tea Buyers from countries particularly from: India, Germany, US and Japan are giving their views on Nepalese tea and giving some important suggestions for future expansion of the market for Nepalese Tea.

My job in this session is to summarize the presentation and the output from the interesting deliberation, I consider that the views expressed from our Tea Board representative in partnership issues should be well taken and more and more development and promotional programs will have to be planned in Collaborative manner. In cases of differences, more dialogues should be started at faster pace, as we are loosing time. We should also bear in mind the suggestions and strategic issues raised by the international buyers in their presentations.

Based on the presentation and the questions and answers, I could see that Government of Nepal has brought National Tea Policy and is committed for gradual implementation of the policy with the involvement of private sector in the Tea Board and sectoral development. Currently, some collaborative programs are seen and we are happy to note that some active dialogue is in place to vitalize the Tea Board to be able to guide and support the stakeholders in the Tea sector.

I am happy to say that as a part to commercialization of agriculture, Tea is one of the sectors, which is fast growing in Nepal. I can certainly see the big efforts of private sector tea estates-processors/marketers and also of the large number of small tea grower-farmers. There are still some problems and issues, which will have to be resolved quickly so that tea could be fastly promoted in the international market with the identity of Nepali Tea.

Private sector expects that the Government come forward to help the farmers and tea industry in making them accessible to finance easily and provide extension services and R&D which individuals can't, and also assist them in market promotional activities including quality certifications. Such support will definitely help private sector in becoming cost competitive. We hope, dialogues will continue between private sector and the government and meaningful results will be seen soon.

If Nepal in to promote its tea in International market, as observed and suggested by international buyers, Nepal need to assure the international market of quality, volume and adopt more acceptable practice of international trading. I am glad to her that Nepalese Orthodox Tea producers, processors and marketing are taking serious about quality and have shown their commitments to quality by adopting a code to practices yesterday.
Glimpse of Tea Event
Award & Appreciation Distribution
Closing

64 Nepal Today & The World - 2004 - Second International Tea Event
News Paper
Cuttings on Tea Event
International tea exhibition kicks off in capital

Kathmandu, November 28

The inaugural ceremony of the International Tea Exhibition was held at the Trade Fair Complex, Chabahil, on Thursday.

Speaking at the inaugural ceremony, Lebiedi said the exhibition will provide an opportunity to promote Nepal tea locally and internationally. He also highlighted the quality of Nepal tea being exported to various countries.

"Nepal has been exporting tea to several countries. The exhibition will provide an opportunity to promote Nepal tea locally and internationally," he said.

Nepal has a rich tradition of tea cultivation. The country has been exporting tea to various countries such as Japan, China, and the United States. The exhibition will provide an opportunity to promote Nepal tea locally and internationally.

The exhibition will be held from November 28 to December 8.

Nepal Tea & The World - 2004 - Second International Tea Event
PM honours 16 for promoting tea

Hindustan Times Business
New Delhi, November 30
Prime Minister Manmohan Singh today honoured 16 people for their work in promoting tea in India. The Prime Minister, in a special ceremony, conferred the title of 'Niche Tea Ambassadors' on them.

The Prime Minister, while releasing the five-yearly review report on tea in India, said that the government was committed to promoting tea as a viable source of livelihood and economic activity.

"The tea industry is one of the most important industries in India, providing employment to millions of people," he said. "The government is working closely with the industry to promote tea and ensure its sustainable growth.

The Prime Minister also announced a new scheme to support small tea growers and ensure fair prices for their produce. He said that the government would provide financial assistance to tea gardens to upgrade their infrastructure and technology.

The Prime Minister also lauded the efforts of the Tea Board and the tea industry for promoting the tea industry in India.

The recipients of the award include K. Rameshwar, chairman of the Tea Board; T.S. Kanwar, managing director of the Indian Tea Association; and M. Ramdas, secretary of the Tea Board.

The event was attended by leading tea industry figures, including T.S. Kanwar, managing director of the Indian Tea Association; M. Ramdas, secretary of the Tea Board; and K. Rameshwar, chairman of the Tea Board.

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<tr>
<th>S.N.</th>
<th>Participant</th>
<th>Associated Organization</th>
<th>Phone</th>
<th>Fax</th>
<th>Email</th>
</tr>
</thead>
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<tr>
<td>1</td>
<td>Mr. Suraj Vaidya</td>
<td>Guwane Tea Export Pvt. Ltd.</td>
<td>4478301</td>
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<td>3</td>
<td>Mr. Ram Kumar Rashi</td>
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<td>522008</td>
<td>BRTRangane.net.np</td>
</tr>
<tr>
<td>4</td>
<td>Mr. Sajlin Gomelen</td>
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<td>4224135</td>
<td><a href="mailto:tangalibi@hp.com">tangalibi@hp.com</a></td>
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<tr>
<td>6</td>
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<td>Mr. Ashok K. Murarka</td>
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<tr>
<td>8</td>
<td>Mr. Arvind Murarka</td>
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<td>9</td>
<td>Mr. Bikash Gyawali</td>
<td>Sun Chyabari Pvt. Ltd.</td>
<td>5522872</td>
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<td>shugnabc.com</td>
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<td>10</td>
<td>Mr. Andrej Gardepen</td>
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<td>11</td>
<td>Mr. Doma Lama</td>
<td>Kanchanjanga Tea Estate Pvt. Ltd.</td>
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<td>Mr. Dhruva Joshi</td>
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<td>15</td>
<td>Mr. Subash C. Singhari</td>
<td>Nepal Tea Development Corporation Ltd.</td>
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<td>16</td>
<td>Mr. R.S. Tiwari</td>
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<td>Mr. Atal Man Rai</td>
<td>Sri Antu Tea Industries Pvt. Ltd.</td>
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<td>18</td>
<td>Mr. Viswa Kirat</td>
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<td>19</td>
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<td>20</td>
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<tr>
<td>21</td>
<td>Mr. Santosh Kumar</td>
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<td>5535457</td>
<td>5531659</td>
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<tr>
<td>22</td>
<td>Mr. Jeyvan P. Gurung</td>
<td></td>
<td>5535457</td>
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</tbody>
</table>

Total: 33

### Individual Participants

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<tr>
<th>S.N.</th>
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<th>Associated Organization</th>
<th>Phone</th>
<th>Fax</th>
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<tr>
<td>1</td>
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<td>Dr. R.B. Baiset</td>
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<td>9</td>
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<td>10</td>
<td>Mr. Sushil Rijal</td>
<td>Kusapani Tea Plantation (P) Ltd.</td>
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<td>Mr. D.K Chhetri</td>
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<td>12</td>
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<td>13</td>
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<td>14</td>
<td>Mr. Subash Kafle</td>
<td>Sagaratha Tea Estate (P) Ltd.</td>
<td>4268198</td>
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<tr>
<td>15</td>
<td>Mr. Sunil Kumar Rai</td>
<td>Senchelengma Tea Estate (P) Ltd.</td>
<td>524444</td>
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### Paper Presenters

<table>
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<tr>
<th>S.N.</th>
<th>Participants</th>
<th>Associated Organization</th>
<th>Phone</th>
<th>Fax</th>
<th>Email</th>
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<tbody>
<tr>
<td>1</td>
<td>Mr. Willi Rausch</td>
<td>Germany</td>
<td></td>
<td><a href="mailto:willi-rausch@t-online.de">willi-rausch@t-online.de</a></td>
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</tr>
<tr>
<td>2</td>
<td>Mr. Jim Tomecko</td>
<td>GTZ</td>
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<tr>
<td>3</td>
<td>Mr. Harish C.Mokhia</td>
<td>India</td>
<td></td>
<td></td>
<td>suiccon@<a href="mailto:ouach@hotmail.com">ouach@hotmail.com</a></td>
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<tr>
<td>4</td>
<td>Mr. Marty Kushner</td>
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<td>5</td>
<td>Mr. Aswini Agrawal</td>
<td>NTA/Nepal</td>
<td></td>
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<tr>
<td>6</td>
<td>Mr. Saraj Vidyas</td>
<td>HOTPA/Nepal</td>
<td></td>
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<tr>
<td>7</td>
<td>Mr. Tara Nath Sharma</td>
<td>NTCDHB/Nepal</td>
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**Organizers**

<table>
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<tr>
<th>S.N.</th>
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<th>Phone</th>
<th>Fax</th>
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<tbody>
<tr>
<td>1</td>
<td>Mr. Deepak Prakash Baskota</td>
<td>Coordinator, Nepal Tea &amp; the World, 2004</td>
<td>4781510</td>
<td></td>
<td><a href="mailto:sbaskota@hotmail.com">sbaskota@hotmail.com</a></td>
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<tr>
<td>2</td>
<td>Mr. Purna Kumus Shrestha</td>
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<td></td>
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<tr>
<td>3</td>
<td>Mr. Krishna Prasad Pratna</td>
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<td>4</td>
<td>Mr. Udaya Chapagain</td>
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<td></td>
<td><a href="mailto:goldentea@nvs.com">goldentea@nvs.com</a></td>
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<tr>
<td>6</td>
<td>Mr. Krishna Prasad Dkral</td>
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<td>4499786</td>
<td></td>
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<td>7</td>
<td>Mr. Taranath Sharma</td>
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<td>mcdhijews.com</td>
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<td>8</td>
<td>Mr. John Shankar Shestha</td>
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<td><a href="mailto:shshe@hons.com">shshe@hons.com</a></td>
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<tr>
<td>9</td>
<td>Dr. Luke Colavito</td>
<td>Winrock International</td>
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<tr>
<td>10</td>
<td>Dr. Bhimendra Katwal</td>
<td>&quot;</td>
<td>4467087</td>
<td></td>
<td><a href="mailto:shkatwal@winrock.org">shkatwal@winrock.org</a></td>
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<td>Mr. Chandra B. Subba</td>
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<td>12</td>
<td>Mrs. Elke Shrestha</td>
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<td></td>
<td><a href="mailto:silke.shrestha@geo.gv.de">silke.shrestha@geo.gv.de</a></td>
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<tr>
<td>13</td>
<td>Mr. G.K. Basujiya</td>
<td>&quot;</td>
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<tr>
<td>14</td>
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<td>15</td>
<td>Mr. Prakash Giri</td>
<td>Nepal Tea Planters Association</td>
<td>4454308</td>
<td></td>
<td><a href="mailto:prithvic@nail.com">prithvic@nail.com</a></td>
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<tr>
<td>16</td>
<td>Mr. Mahesh Mittal</td>
<td>Nepal Tea Association</td>
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<tr>
<td>17</td>
<td>Dr. Deva Bhakta Shukya</td>
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<td>4261671</td>
<td><a href="mailto:agroprec@nns.com">agroprec@nns.com</a></td>
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<tr>
<td>18</td>
<td>Mr. Kiran Raj Pandey</td>
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<tr>
<td>19</td>
<td>Mr. Santosh Raj Regmi</td>
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<td>20</td>
<td>Mr. Madhuran Shrestha</td>
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<tr>
<td>21</td>
<td>Ms. Sangenta Shrestha</td>
<td>HOTPA/Teh Event Secretariat</td>
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<td>22</td>
<td>Mr. Chandra Gupta</td>
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<td>23</td>
<td>Mr. Narendra Gyawing</td>
<td>JICA Nepal</td>
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**Session Chairperson**

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<tr>
<td>1</td>
<td>Hon’ble Minister Mr. H.N. Dahal</td>
<td>MOAC (inauguration program)</td>
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<tr>
<td>2</td>
<td>Mr. Bishal Raj Kasini</td>
<td>Officialising Secretary, MOAC (technical session I)</td>
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<tr>
<td>3</td>
<td>Mr. Prachanda Man Shrestha</td>
<td>IS, MOCS (technical session II)</td>
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<tr>
<td>4</td>
<td>Hon’ble Dr. Hari K. Upadhyaya</td>
<td>Member, NPC (technical session III)</td>
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<td>5</td>
<td>Mr. Binod B. Shrestha</td>
<td>President, FNCCI (technical session IV)</td>
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## International Delegates

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<tbody>
<tr>
<td>1.</td>
<td>Mr. Thomas Holz</td>
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<td>49 222 59 21 438</td>
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<td>2.</td>
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<tr>
<td>3.</td>
<td>Mr. Oetwil Rave</td>
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<td>49 421 30 42 215</td>
<td><a href="mailto:Rave@gmx.de">Rave@gmx.de</a></td>
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<tr>
<td>4.</td>
<td>Mr. Manik Raj Jayakumar</td>
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<td>949 766 0090</td>
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<tr>
<td>5.</td>
<td>Mrs. Sakae Yamada</td>
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<td>81 3 5307 6891</td>
<td><a href="mailto:sanda@yamada-home.jp">sanda@yamada-home.jp</a></td>
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<tr>
<td>6.</td>
<td>Mr. Yumeko Yamada</td>
<td>Japan</td>
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<td>7.</td>
<td>Ms. Yoko Yamada</td>
<td>Japan</td>
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<tr>
<td>8.</td>
<td>Mr. And Mrs. Mohan Chinnar</td>
<td>India</td>
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<td>91 33 249 1188</td>
<td><a href="mailto:texmsck@hotmail.com">texmsck@hotmail.com</a></td>
</tr>
<tr>
<td>9.</td>
<td>Mr. Shirendra Desai</td>
<td>India</td>
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<td>91 33 2225 3190</td>
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<td>Mr. J.P. Gurung</td>
<td>India</td>
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<tr>
<td>11.</td>
<td>Mr. Sanjeev Kanoi</td>
<td>India</td>
<td>91 33 2235 2333</td>
<td>91 33 2243 6052</td>
<td>sanjeev.kanoi@193翔al.net.in</td>
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<td>12.</td>
<td>Mr. Arun Goudin</td>
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## Journalists

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<td>Dr. Sushma Weingarten</td>
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<td>Mr. Joern Freyenhagen</td>
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<td>6.</td>
<td>Mr. A. Adhikari</td>
<td>Nepal</td>
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## Staff Attendees

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<td>1.</td>
<td>Mr. Navin Karki</td>
<td>Guranse Tea Estate</td>
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<td>2.</td>
<td>Mr. Yum Kumar Bhujel</td>
<td>Himalayan Rnage</td>
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<td>3.</td>
<td>Mr. Ram Mainali</td>
<td>Himalayan Sangrila</td>
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<td>Mr. Bishal Thapaliya</td>
<td>Itam Tea Producers</td>
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<td>5.</td>
<td>Mr. Tara Banskotra</td>
<td>Kanchanjanga Tea Estate</td>
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<td>6.</td>
<td>Mr. Samshu Shrestha</td>
<td>Nepal Small Tea Producers</td>
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<td>Mr. A.K. Bose</td>
<td>Nepal Tea Development Co.</td>
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<td>8.</td>
<td>Ms. Rehna Rai</td>
<td>Sri, Anu</td>
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<td>9.</td>
<td>Mr. Prem Acharya</td>
<td>NTCDB</td>
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