

NEPAL TEA

3RD INTERNATIONAL TEA FESTIVAL 2018 SPECIAL

Unveiling Nepal Tea logo



**Branding
Nepal Tea**

THE TEA
CULTURE

**PURITY
FROM THE
HIMALAYAS**

NEPAL TEA:
WAY FORWARD



 **NEPALTEA**
QUALITY FROM THE HIMALAYAS

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Branding Nepal Tea



Sheshkanta Gautam
Executive Director, National Tea and Coffee Development Board (NTCDB)

Nepal is all set to host the 3rd International Tea Festival. At a time when Nepal Tea is looking to expand its market abroad, the government has decided to launch a Nepal Tea Logo that will be a trademark to identify the quality of tea from the Himalayan nation. The Logo will also create uniformity in production practices eventually maintaining the quality of Nepal Tea. We caught up with Sheshkanta Gautam, Executive Director of the NTCDB, to discuss on the event and what it means for Nepal Tea market. Excerpts:



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To begin with, how would you describe the International Tea Conference?

It is obvious that a large volume of tea is produced in our tea farms and NTCDB has taken the responsibility to facilitate the market management of tea production. The primary goal of this festival is to create a suitable platform for tea farmers, producers and international traders, where they can hold various discussion programs. These interactions will result in international traders getting to know more about our tea farming and brands, which will further contribute a lot to strengthening our brand positioning. There is no doubt that tea is one of the most popular beverages across the globe, and by examining the quality of tea produced in Nepal, I presume our tea can have great reach to larger number of consumers. Thus, I believe this conference will turn out to be of remarkable benefit, and will extend ties with foreign countries thereby branding our tea products.

Why do you think it was necessary that an international festival like this had to be organized in Nepal?

These types of events are organised because they play a crucial role in upgrading our tea industry. It is crucial that people who are involved in the tea business understand policies, the technological process and possible negotiations that are taking place in the business. In addition to that, these events are crucial to help us explore and expand our market territories (as currently, most of our tea is sold to India). Through the organization of this conference, tea farmers engaged in this business are expected to be paid reasonably as well.

There are many people out there who prefer tea over coffee or other beverages. Why do you think these customers should prefer our tea?

I am sure there are a number of international tea brands that manufacture tons of tea on a daily basis, and the margin of international tea production from Kenya, India, Sri Lanka, China compared to our per day production is staggeringly vast. However, we can still earn a lot of profit from the quantity of tea we produce, if we systematically manage to utilize the amount we have.

Our geographical topography, young bushes and soil are our assets. The standard of our tea is no less than other prominent tea brands. Our biggest challenge is to be able to find those market connections which can be profitable.

In the upcoming festival, the national tea logo will also be a unveiled. What importance does this logo hold?

Tea producers are engaged in improving sales by selling products manufactured from particular companies. Still, there is a lack of recognition for our tea brand. That is why we have registered our tea logo under the slogan of “Nepal Tea: Quality from the Himalayas”. Having an official logo symbolizes that we have met all the standard universal criteria levied to get certified. Once we are through this process, we can finally sell our products in the local and international markets with a national logo. This should be a step forward to enhance our brand recognition globally.

So, what other plans have you come up with that will draw international buyers towards our tea?

We have organized a “Tea Tour”, which will be a crucial part of the event. The tour is organised to spread awareness among



farmers and producers. Apart from that, we are expecting a number of journalists from different countries to join us, in the hopes that through their media coverage we can attract possible future tea consumers. On top of that, a tea-tasting program will be held in Everest Base Camp. By organizing events similar to this and participating in similar festivals and expositions around the world, we will hopefully build stronger networks with foreign traders and customers.

What are your views on this festival creating a milestone towards the range of tea export in international arena?

I cannot say for sure that the tea conference will bring radical changes and increase our profits, but what I can assure you is that the festival will definitely advance the ways we operate in every single field of tea production—from cultivation, plucking, packaging to distribution.

The conference is an obvious positive step forward, but what about the activities or follow-ups planned after the event?

It is pointless to organize an event like this yearly, hold a meeting and have a discussion program if we do not emphasize on our future objectives and responsibilities. Through this event, we will come to know about the demands and preferences of international customers, which will make it easier for us to predict the indicators that can grow the tea export sale. The concerned associations, Nepal government and industrialists must equally strive for the progress of the tea business, since tea farming is self-sustainable here. For the promotion of this sector, we have to utilize all the available resources wisely—from budget allocation, equipment and technologies to human resources.

Once we are through this process, we can finally sell our products in the local and international markets with a national logo. This should be a step forward to enhance our brand recognition globally

WAY FORWARD FOR NEPAL TEA

The 3rd International Tea Festival is organized by the Nepal Tea and Coffee Development Board. The festival's main objective is to market and promote Nepal Tea on a global scale and find new international markets for Nepal Tea. Today, Nepal Tea producers depend mainly on India to export tea to other countries and this has made them not only reliant on India, but has also limited the country's finances, as this circuitous way of exporting means less returns on produce for Nepal Tea producers. On this backdrop, Uday Kumar Chapagain, coordinator of the festival, talked about the different aspects of holding the festival. Excerpts:

Please elaborate on the need for organising a festival of this nature.

Even though tea cultivation started in Nepal more than 100 years ago, Nepal Tea hasn't been able to make its presence felt in the international market—only a small portion of the country's total tea production is exported. And India is the biggest importer of Nepal Tea, and it is those Indian importers who export Nepal Tea to other countries. We believe that Nepal Tea producers can and should be exporting tea themselves and this is why we have been organising this festival—to promote our tea in the international market and to showcase firsthand that Nepal Tea is on par with the best teas in the world.

What are the major attractions of the event?

The major attraction of the event is the tea tasting ceremony to be organized in Mt. Everest basecamp. The event will be attended by local government officials, tea cultivators, producers, promoters and exporters along with delegates from over a dozen of countries, namely India, China, the United States, Japan and Germany. The event will also have presentations on the status of Nepal's tea production, quality of tea and specialty tea. Attendees to the event can also sample different types of tea grown in different parts of the country. There will also be an immersive tea garden tour that attendees can take part in. The tour will

provide one with all the basic information of Nepal Tea. Another major focus of the festival is the unveiling of the Nepal Tea trademark and logo, under which Nepal Tea will be branded across the world from henceforth.

How is Nepal Tea unique from others?

There are multiple factors that determine the quality of tea. Geography and climatic condition are two of the major factors, and in both these aspects, Nepal has an advantage. Diverse geography and climatic condition make Nepal Tea unique. Even the tea bushes in the country are relatively young, unlike tea bushes in Darjeeling, which are almost two centuries old. Young tea bushes yield better tea. The land on which tea is grown in Nepal are virgin lands, meaning if Nepal is to turn its tea industry into a wholly organic one, we can make that shift. All these factors make Nepal Tea distinct from all other teas in the world and we have the potential to become a major tea exporter in the international market.

Despite having huge potential, why is Nepal Tea lagging behind in the international market?

It's mainly because we haven't been effective in promoting the quality of Nepal Tea to the world. For example, in Europe, Germany is one of the major importers of

Nepal Tea, but we haven't been able to successfully penetrate beyond that. In order to make Nepal Tea more widely known, we have to hold, and participate in, international fairs. So far, we have only been able to hold two international events, which were largely focused on introducing Nepal Tea. But now we want the world to know that Nepal produces topnotch quality tea that can compete with the best of the best.

How do you see the future of Nepal Tea, both in terms of domestic consumption and export?

The Nepal Tea industry started as a hobby and to stop Nepalis from travelling to Darjeeling to work in their tea gardens. Back then, tea production in the country wasn't as systematic as it is today. Plucked tea leaves were sent to India for further processing as the country lacked the machineries and expertise. But we have come a long way today. There are now 29 tea factories in the country and more than 18,000 farmers are directly engaged in this sector. Nepal Tea is slowly finding its footing in the international market and with more and more Nepal Tea producers focusing on organic production, the future for the Nepal Tea industry looks promising. The things we need to focus on now is to maintain our quality and try to turn the entire tea industry into organic one. In order to achieve all that, government support is a must.



Uday Kumar Chapagain
Coordinator, International Tea Festival



Tek Prasad Luitel
Senior Agricultural Economist, Ministry of Agriculture
Member, Festival Organizing Committee

Branding aggressively

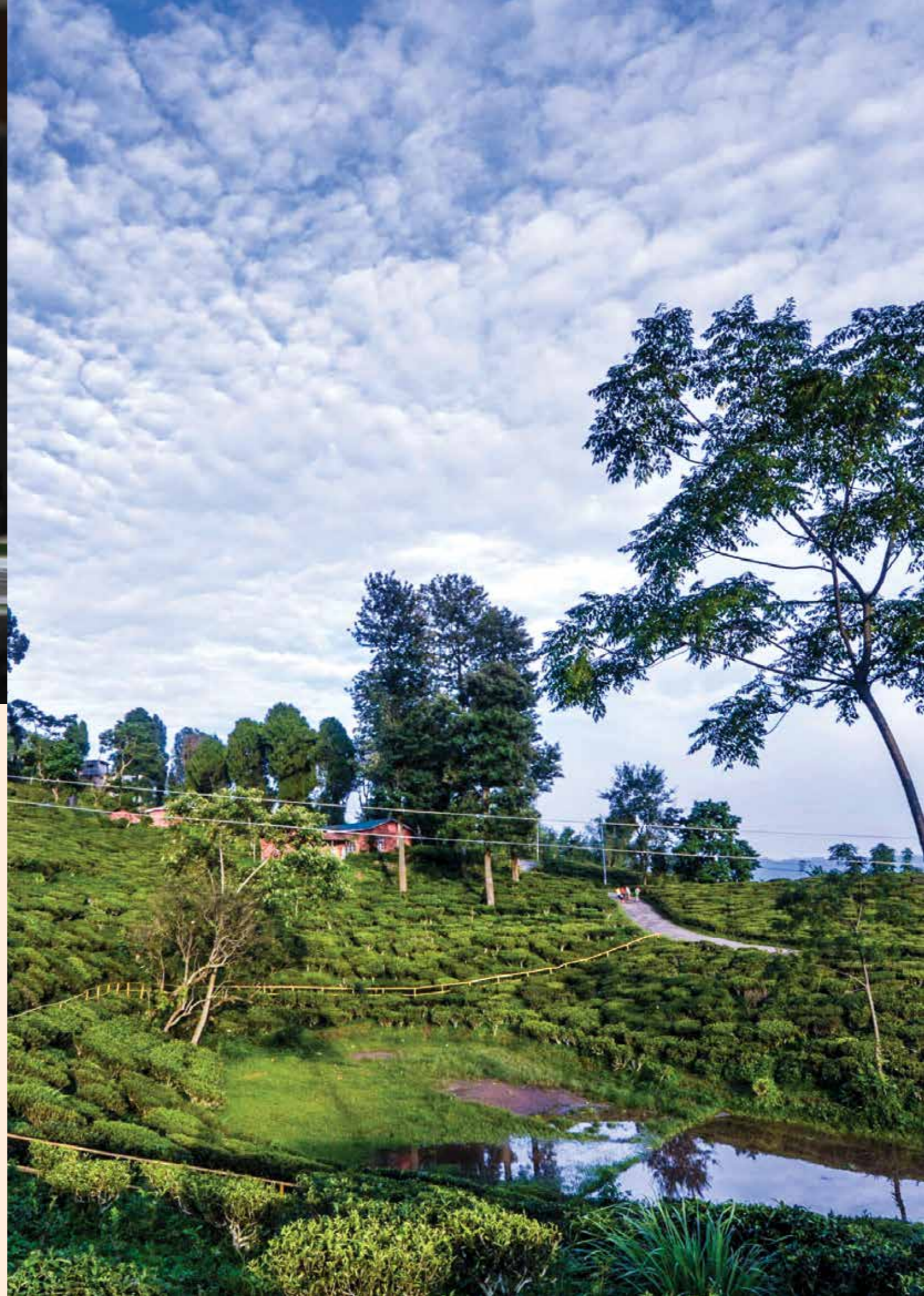
The government is always ready to extend its support to the tea industry. In order to better assist the industry, we have established National Tea and Coffee Development Board and even set up subordinate offices in different parts of the country to aid the industry in promoting its products domestically and internationally. But there's still a lot to be done. For example, while we aspire to become a major player in the global tea market, our own domestic market is flooded with imported teas. This shows that our promotional activities also need to focus on the domestic market.

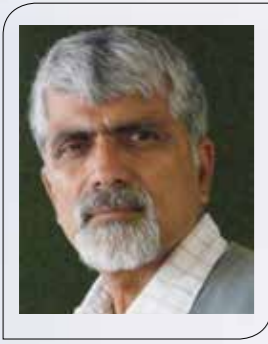
Of course, we also need to tap the lucrative international tea market. The government firmly believes that increasing tea export will help decrease our huge trade deficit to some extent. The government is always ready to support and assist the tea industry to achieve its full potential.

Another key area that the industry now needs to focus on is turning our tea production organic. The government is working on different ways it can provide incentives to tea farmers to turn their production to organic. As of now, we have been providing support to organic tea exporters. Similarly, the government has been providing tax waivers to those importing machines for tea production. All these are done to motivate tea cultivation.

We have also recently finalized the Tea Export Strategy, 2017, that will help guide the export of Nepal Tea to the world.

The time is right for the country's tea industry to move ahead aggressively and establish itself as a major player in the international tea market.





DHARMA GAUTAM

The tea culture in Ilam

If you visit any house in any part of Ilam, you will be welcomed with a warm 'namaste'. This will be followed by a steaming cup of perfectly-brewed milk tea. Most foreigners are amazed by this warm hospitality, but this is custom here in Nepal: to honour guests, and make them feel at home.

And what better way to make someone feel at home than by offering them a warm, comforting cup of tea. Nepalis like their tea strong, with generous amounts of milk and sugar. The local connoisseurs, however, sip it as is: just some orthodox tea leaves soaked in some hot water.

The proper way to brew yourself a cup of perfect orthodox tea is to boil water in a pot, add tea leaves and cover the pot with a lid (so that the steam is contained inside the pot and the leaves get more moisture to pour its flavours into the water) for three-five minutes. Novices should remember not to boil the water after adding the tea leaves. After waiting for three-five minutes, pour the amber-coloured liquid into a cup—your drink is ready.

Tea types

Considering the manufacturing process, tea is categorized into three types: black tea, green tea and oolong tea. The first is fermented, the second is unfermented and the last is semi-fermented. Black tea has main two subtypes: Orthodox and CTC.

Orthodox tea is tea made from the

traditional process of manufacturing, where tea leaves are rolled, fermented and dried. A new technology was introduced much later; in this process, leaves were curled, torn and cut to make tea granules. This tea was given the name

CTC, according to its manufacturing process: Curl, Tear and Cut. Orthodox tea is loved for its strong, brisk flavour, and people choose to drink it just with hot water. CTC teas are prepared by adding sugar and milk.



● ● ●
In Nepal, Ilam is where the culture of tea drinking started.



Prime Minister Jung Bahadur Rana, was Badahakim, the chief administrator. It was under the supervision of Col. Thapa that tea was planted in Ilam, in close vicinity of Ilam Bazaar, the district's headquarters, and Saktim, some 20 km south of the bazaar. Fifteen years later, tea was produced from the factory built in the garden itself. The factory was the first industrial plant in Nepal.

These two tea estates, which started during the Rana regime, bore witness to the rise and fall of many political regimes in Nepal for a century. It was only in 1966, when the Nepal Tea Development Corporation was formed that the momen-

The origin of Nepal Tea

Tea comes from the *Camellia sinensis* family, and was first brewed in China, in as early as 2737 BC. In Nepal, Ilam is where the culture of tea drinking started. The first plantation was done here more

than 150 years ago. And it is said that the seeds for the *Camellia sinensis* in Ilam were presented by the Emperor of China to the Government of Nepal, which was forwarded to Ilam, where Col. Gajraj Singh Thapa, a close relative of sitting

tum of tea propagation was accelerated. Today, Ilam Tea Estate is one of the most important tea producing estates in the country (out of 171,725 hectares of land, 71,085 hectares are agricultural land of which 6,477 hectares is covered with luxuriant tea gardens). All 10 local bodies of Ilam have tea gardens, and around 5,000 farmers hold their own garden big or small.

Tea terrain:

Tea is grown in 34 countries around the world—ranging from Asia, Africa, and South America. The green bushes of tea cover about 3.4 million hectares of global land. Data show that the total tea production in the world has reached 3,794 million kgs. Tea is the most popular and least costly drink, next to plain water; and yet the farming and processing of tea is new to billions of people.

The tea industry in Nepal suffers from problems like shortage of labor force, difficulty in reaching international market, absence of having national clone, etc. But it is expanding gradually. According to the National Tea and Coffee Development Board, the earning from tea export was about \$14.5 million in 2011. Last year, it was estimated to be around \$24 million.

Tea culture in Ilam:

Ilam is a hill district in the far east of Nepal. It borders the Indian hill district of Darjeeling, whose tea brand is known



Global		Nepal		Ilam		
Area (ha)	Production (kg)	Area (ha)	Production (kg)	Area (ha)	Production (kg)	
3,381,606	37,949,64,000	17,035	16,607,555	5,262	1,636,817	By 2011
		27,688	24,273,744	7,965	4,863,252	By 2017

Source: Tea-Coffee Souvenirs, National Tea & Coffee Development Board

around the world. Most of Ilam's tea is exported to European countries. People of Ilam grow tea as a cash crop, but at the same time the beverage is an integral part of their culture. For an Ilamite, every day begins with a cup of tea. No meeting, formal or informal, is concluded without serving tea. Everyday family meetings are also held during tea-time in the mornings. In Ilam, you will also find

that, in most of the cases, gifts humbly or affectionately offered by Ilamites are usually tea. When Ilamites visit relatives and friends outside of Ilam, they offer tea as Koseli, a gift. When people from other parts of Nepal visit Ilam, they are asked to bring back some tea. Tea has become much more than just a commodity; it has become a way of life.



DIPAK BANSKOTA
A pioneer in organic tea production

QUALITY A MUST


For any business to succeed, marketing is one of the key aspects. Technological advancements have made marketing more easier than ever before, but at the same time equally challenging. Earlier, it was almost impossible for marketers to market a product to the whole world, but it's not the case today. Thanks to social media, targeted marketing is possible, which has made marketing more effective. Many tea-producing countries are using marketing strategies effectively to promote their teas, which has helped them create a niche for their teas. Effective marketing is one area Nepal Tea producers lack in. Even though we produce world class tea, we haven't been able to relay what

we have through our marketing strategies.

In a visit to Europe in 1997, I saw that Nepal Teas were sold as teas of other countries. This was when I realised we need to focus on our marketing strategy. The popularity of Darjeeling tea, perhaps one of the most well known tea brands across the world, is a perfect example of what effective marketing can do. Darjeeling and tea-growing areas in Nepal have similar weather, one of the key elements that determine tea quality. But where we have an edge over Darjeeling is that our tea bushes are younger than those in Darjeeling's. Younger tea bushes yield better quality tea, this is one area we need to focus in

our marketing campaigns. Another area that we need to focus on is the health benefits of tea. With more and more people opting for tea as a healthy drink, we need to incorporate the health element in our branding and marketing campaigns. But no matter how creative or effective your marketing is, it's of no use if the quality of the product doesn't match what is promised. Quality should be maintained right from the plantation stage to the end process. Another aspect that we need to focus on is turning our production organic because that's where the future is headed and we need to ready ourselves for that.


Presentation highlights



Tea and Herbal Association of Canada
L'Association du thé et des tisanes du Canada

OpportuniTEAs in Canada

Louise Roberge
President, Tea and Herbal Association of Canada



EU regulations on Pesticides (e.g. Anthraquinone) and Contaminants and its effect on Nepal Tea Branding

- 3rd International Tea Festival
- April 7th, 2018
- Kathmandu - Nepal

Dr. Thomas Herr
Head of Quality Management and Quality Assurance
Tea/Schweigenet, Germany




YES!, but only partly possible



AUSTRALIAN TEA MASTERS
EST. 2012

Tea Trends in Australia-Nepal 2018

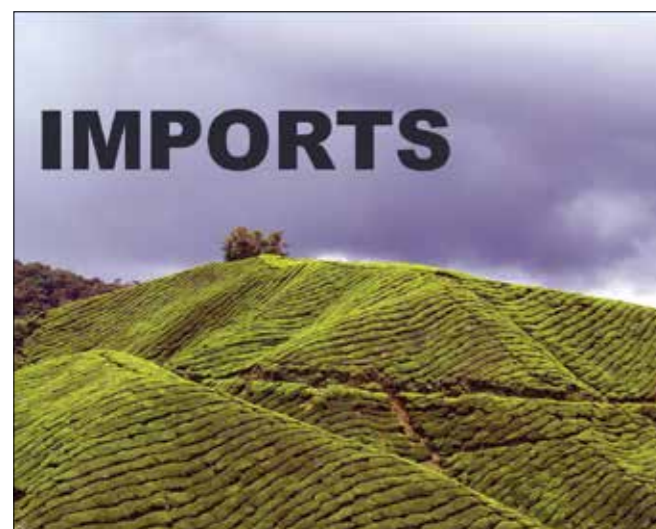


CONSUMER GROUPS DIFFER IN SHOPPING PATTERNS

Boomers important consumers today, Millennials will drive future growth.



Age Group	Millions (2020)	2020
<19 'Gen Z'	5.7	16%
19-37 'Millennial'	9.4	27%
38-47 'Gen X'	4.7	14%
48-67 'Boomers'	9.8	28%
68+ 'Greatest'	5.0	14%



Tea Association of the USA, Inc.

Nepal - April 2018

Peter F. Goggi
President
Tea Association of the USA, Inc.



WHAT - WHEN - WHY

Black tea	Green tea	Fruit/herbal/botanical
		
MORNING	AFTERNOON	EVENING
TASTE GOOD	HEALTH	RELAXING



HELPING CREATE A SUSTAINABLE TEA INDUSTRY

WHILE THE NEPAL TEA INDUSTRY HAS DONE VERY WELL GLOBALLY, IT HAS NOT BEEN ABLE TO FLOURISH IN THE DOMESTIC MARKET

Give a brief background of Nepal Tea farming and its market.

After the declaration of the National Tea Policy 2057, National Tea and Coffee Development Board started the mass plantation of tea all over the country. The board's main objective was to empower the farmers and enhance their employment opportunities. With this, several farmers' tea groups and cooperatives were established. Central Tea Co-operative Federation Ltd (CTCF) was amongst these cooperatives, established with the plan to assist in the economic, social, educational and cultural development of members of tea cooperatives and their associations.

Regarding the tea market, while the Nepal Tea industry has done very well globally, it has not been able to flourish in the domestic market. Nepal Tea is usually produced on high altitude, and it takes a lot of hard work by the farmers to produce tea. The international customers know this, because of which there's a high demand for Nepal Tea. The national customers, meanwhile, aren't quite informed about it.

Why Nepal Tea out of other choices?

There's a tough market competition with other international tea brands, including brands like Darjeeling tea. It is quite challenging to stand out among these well-established organisations. However, we follow an organic cultivation process and plant the

tea in its natural habitat, which nourishes the leaves and improves the tea's quality. This can hardly be found elsewhere.

By your own definition, quality is what sets Nepal Tea apart from all the other brands in the global market. What measures do you take to ensure consistency?

Consistency is crucial to set up a brand's image. To maintain our quality, we provide regular trainings for tea farmers on what to plant where and when, the type of manure that needs to be used, the plucking and picking process, the organic and hygienic process, their responsibilities as farmers and on their health and fitness. We further examine pre and post handling of packaging, marketing, technology and the taste of the tea. Thus, we proudly claim that we make no compromise when it comes to the quality of our product.

In a nutshell, is it the small-scale farmers who own the market?

Yes, absolutely. It is those (the farmers) who have the raw materials who own the market. The current status quo of the market is fully ruled by the tea farmers now. The mission statement of CTCF is 'Sustainable tea cooperatives, Prosperous farmers'; hence, one of our main goals is to give the farmers full independence in the field of marketing.

Whether it's the tea industry or any other industry, like food or clothing, there's always the problem of middlemen. Although it is said that the current market is ruled by farmers, is the tea industry free from the problem of middlemen?

The producers, or in our case, the farmers, have faced some financial problems because of the middlemen. These middlemen buy tea from the farmers at a low cost, sell them for double the price and take all the profit for themselves. To stop that very problem from happening, we train the farmers to empower them and enhance their business without a third-party intervention.

How has the tea industry benefited the farmers and improved their living standard?

We have focused entirely on empowering tea farmers, and the changes brought in the farmers' lives can actually be seen through the various studies done in this field. The tea industry requires a lot of manpower, and thus has provided a means of income to many. The local people, as well as the farmers have been able to make a living, and this has definitely raised their standard of living.

Govinda Dahal

Chairman, Central Tea Co-operative Federation Ltd (CTCF) Nepal

NEPAL TEA: POTENTIAL AND CHALLENGES

Nepal produces 25 million kgs of tea every year, out of which 20 million kgs of tea (which is CTC tea) is produced in the Terai region alone. The remaining 5 million kgs of tea (which is orthodox tea) is processed in the hills of Nepal. From this 5 million kgs of tea, 500,000 kgs is organic and the rest is non-organic tea. However, the tea processed in the hills is of EU standard tea, which indicates that the teas comply with European food safety standard.

Small-scale farmers have contributed a lot to add to the large amount of tea produced in the country. Out of the 20 million kgs of tea produced in Terai, 10 million kgs of tea is produced from tea gardens, while the remaining 10 million kgs of tea is produced from tea leaves bought from local farmers of the area. Similarly, from a total of 5 million kgs of tea produced in the hilly region, around 400,000 kgs of tea is produced only from the leaves of big tea gardens, while the rest is tea produced by local farmers. More than 80% of Nepal Tea is produced by purchasing tea leaves from small-scale farmers in the hilly area.

Akin to the quantity, the quality of tea also differs in Hill and Terai. There are several ways that can help determine the quality of tea. In hilly areas, two leaves and a bud make good tea; whereas in the Terai region, three leaves and a bud make good tea. The farmers are experts on how to gauge the quality of the tea leaves. To assure the quality of tea, tea leaves have to be plucked in eight days, but due to a lack of human resources we face challenges in diligently carrying out this standard in Nepal. Considering the drawback, plucking machines are used in Terai, which help pluck the tea leaves faster in comparison to plucking



them manually. The quality of tea doesn't change if it is plucked by a machine; the significant factor to determine the quality of tea is the time period in which the leaves are plucked. If the farmers and workers get used to the machines, they can pluck tea leaves five times more quickly.

These machines are not only used by big factories, but also by small-scale farmers. There are various types of machines the farmers use, and the efficiency of these machines depends on the farmers

who are using it.

The tea plantation business directly benefits the locals and other farmers. Tea is a cash crop which grows for many, many years. Once the seeds are sown and fertilized, the tea bushes remain fertile for years, and large families depend on tea for their livelihood. However, small-scale farmers often fall prey to middlemen who play a role in maintaining a distance between the farmers and the factory spokesmen. The middlemen do not reveal to the farmers about the needs of the factory, and on the other side, they force the factory people to use tea leaves they provide. This way, the farmers are deprived of direct contact with the factory.

The quality of Nepal Tea is at par with some of the best teas in the world. Many consider that Darjeeling tea is the rival of Nepal Tea. Both Nepal Tea and Darjeeling tea are appreciated and popular around the world. Darjeeling tea has a long history of 250 years and the Indian Government provides the tea estates a lot of subsidies, which has resulted in it being an established brand. But there are many people who, if they do not get Darjeeling tea, choose to drink Nepal Tea—as the taste of the two teas is quite similar. The tea grown in Darjeeling and Nepal have similar taste due to its similar climate, soil and geographical topography.

From Nepal's total production, 90% of the tea that is exported is sent to India and the remaining to other countries. Tea produced in Nepal is exported with a hope that it takes over the market someday and this international festival will help us leave a mark.

Akin to the quantity, the quality of tea also differs in Hill and Terai. There are several ways that can help determine the quality of tea



Subash Sanghai

Chairman, Himalayan Tea Producers Co-operative Ltd. Nepal (HIMCOOP-Nepal)

QUALITY FROM THE HIMALAYAS

Precisely speaking, it was from 1997 that Nepal Tea started getting visibility alongside the best teas in the world. Since most quality teas have a brand image recognized world-wide it became imperative for Nepal Tea to leave its mark in the market too. The struggle for market recognition for Nepal Tea has been an ongoing process for the past few decades. The concept that we need to compete strategically with world of quality teas changed into an exercise after the formation of Himalayan Orthodox Tea Producers Association in December, 1998. Thereafter, we have strived for the betterment of Nepal Tea on an international level.

Nepal Tea is superior or at par with most teas that fall into high quality segment. Nevertheless, it seemed next to impossible to compete with them, due to their strong brand image that was in-

grained in the consumers' mindset. Furthermore, Nepal Tea industry is faced with myriad other issues relating human resources, R & D, lack of required infrastructure, which pose difficulties in the industry development.

Unlike many traditional tea growing countries, which comprises larger corporate sector in most cases, we have to work with small-scale farmers (sometimes we have to work with more than 18,000 small farmers scattered in over 5 districts.) It is indeed challenging to communicate with such a large number of farmers and to convince them to maintain quality with regularity. The corporate sector can easily manage the level of quality with one phone call to the Tea Garden Management, but in the case of our structure, simply a phone call cannot solve the problem.

Branding was, and is, the ultimate solution to this problem. As long as we are fo-

cused on forming a certain image of Nepal Tea, we are on the right track. It was only after the formation of a tea alliance that took place in 2002 that we developed the concept of branding Nepal Tea. The private sector took the lead while the government sector didn't give it as much attention as it should have, but it did act as a partner though. However, despite the lead taken by the private sectors, there wasn't much of a difference on the progress of Branding exercise. It was understood then that in order to make a noticeable progress, both the government and the private sector needed to act together.

After the formation of the Tea development Alliance, the members at the alliance decided to develop a quality logo that would represent Nepal Tea as High-Quality tea. All the members worked together to develop the quality logo. Many years have gone by since the inception of this branding exercise. Logo was developed and field trials were made for over a decade and finally in the year 2015, the government together with the private sector associations, decided to develop legal standards and compliances for the implementation of Logo Program. The result of this collaboration was the formation of a logo with a slogan of "Quality from the Himalayas". The logo, with the himalayas in the background, explains its origin that indicates purity and high-quality standards.

The logo, however, is not mandatory for all Nepal Tea producers. It is rather like a certification program. This means that if the logo is used, it is essential that the user maintains the standards that are needed to be met. This is where the government steps in, regulating tea producers to meet the standard needed for logo acquisition. The logo plays the role of quality identity in the overseas market and would guarantee quality to buyers overseas.

Our association, since day one, has been promoting Nepal Tea in order to build a unique place for the Nepal Tea in the international market. I hope this endeavor will now see results after the successful completion of this event.

BREWING A CUPPA

TYPE OF TEA	QUANTITY	TIME OF INFUSION	WATER (ML)	TEMPERATURE
WHITE	2.5 grams	2-4 minutes	150	160-176° F
GREEN (Roasted)	2.5 grams	1-4 minutes	150	160-176° F
OOLONG	2.5 grams	2-4 minutes	150	185-205° F
BLACK	2.5 grams	3-5 minutes	150	185-205° F



CHANDRA BHUSHAN SUBBA
*Chief Executive Officer: Himalayan
 Orthodox Tea Producers Association: HOTPA*

THIRD INTERNATIONAL TEA FESTIVAL

National Tea and Coffee Development Board, with the support of the Government of Nepal is organising the 3rd International Tea Festival. The reason behind organising the festival is to promote Nepal Tea in the international market and showcase to the international community that the tea produced in Nepal is at par with the best in the world. In the first and second iteration of the festival, the focus was on introducing Nepal Tea to the world. The third iteration of the festival will focus on showcasing the unique characteristics that make Nepal Tea distinct from teas produced in other countries. Against this backdrop, a roundtable discussion among stakeholders of the tea industry was held and different aspects of tea industry from cultivation, production, promotion and market dynamics were discussed.



SHANTA BANSKOTA
Young Entrepreneur



WOMEN IN THE NEPAL TEA INDUSTRY

From cultivation to production, a large number of women are involved in the Nepal Tea industry. Out of the estimated 200,000 people engaged in the tea sector, a whopping 70 % of them are women, making the tea industry an industry whose workforce is dominated by women. These women play a crucial role in the tea-making process—from plantation to caring for the tea bushes to plucking tea leaves and transporting. These women are given proper training on all aspects of tea production before they are hired.

There is also a sizable number of women involved in the marketing aspect of the tea industry. These women are not only proving their mettle in the domestic market, but also in the international market.

For these working women, the tea industry has been able to provide a decent

livelihood. Organic tea farmers earn Rs 60 per kg, which is a fair price. And tea factories have been helping these farmers diversify their income; for instance, many farmers are assisted by these factories in rearing cows and in setting up eco-houses for tourism. Even the labourers in the sector have stable jobs round the year. They are busy plucking tea leaves for tea production for around eight months of the year. And in the remaining months, they work in the pruning and caring of the tea bushes in the tea gardens.

One of the most significant impacts the tea industry has been able to make on these women is that it has helped them become more financially independent, thus empowering them. With their income, many of these women are shouldering the economic burden of their family. They are also able to provide better education for their children and healthcare for their

family, thus playing a significant role in improving the overall quality of life.

Even though women have an overwhelming presence in the sector, there are only very few women entrepreneurs. There are only a handful of young women like me taking over the sector from the older generation. But there is massive scope for women who want to join the tea industry. It won't be an exaggeration to say that women have made their own space in the sector and have contributed a lot in not just cultivation and production, but also in promotion and branding of Nepal Tea.

I myself have participated in different international fairs and have taken several initiatives in branding our product. From my personal experience, I can say that the international market's reception of Nepal Tea is very positive and there's a huge scope for the overall sector.



Siddhi Charan Dahal
Trade and Export
Promotion Centre

The centre is working to promote Nepali goods in the international market, and tea is definitely a major focus. Our products have regularly been showcased in different fairs and festivals abroad, where international consumers and traders have directly been able to observe, taste and evaluate the quality of our tea firsthand. We are facilitating and encouraging our producers and cultivators to participate in such events regularly, whenever and wherever they are organised. Such events provide us with a platform to brand our products; while at the same time, also help us directly interact with prospective consumers and dealers.

Last year alone we participated in 34 different international fairs to promote our products, including tea, where we saw the participation of many producers and cultivators. Our experience shows us that the future for our tea is bright, but we have to ensure that we don't compromise on our product's quality. The major export market of Nepal Tea are Germany, Japan, France, Italy, Hong Kong, the UK, Switzerland, Australia, Netherlands, and the US. The Nepali herbal teas have promising market potential at home and abroad. However, we must not forget that quality is key to increasing our export. We have to maintain continued focus on both promotion and quality.

Any fluctuation in quality destroys the market we already have. However, there has been an ongoing trend in some sectors: there are many people who are in the business just for the short-term benefit, which is partially responsible for the tea industry not being able to make the needed expansion of the market. The farmers, tea companies and the government should work hand-in-hand to find a better market for our products. Once we create our brand, it will make export easy.



Ramu Limbu (Ram)
Programme Manager, International Tea Festival



There are different types of manufacturing practices. It is mainly up to the demand of the market, an individual tea producers or factory produce different kinds of tea. It is a business policy which varies from company to company. The variety of tea also depends on the weather pattern and season. We have Spring, Summer, Monsoon and Autumn season. These different seasons affect the quality and types of tea we produce. Broadly in orthodox tea, Nepal produces: Black, Oolong, Green and White. Black is fully oxidized tea. Oolong is semi-oxidized tea. The next category is Green Tea where the oxidation process is brought to a halt before further step of processing. White tea is a category

where the oxidation is very slow; sometimes white tea is picked and dried only.

With the introduction of Chinese Tea machineries in Nepal, some small tea processors are producing specialty tea too, namely Golden Tips, Silver Needle, Mao Feng and Pearl among others.

Nepal has an advantage of having diverse cultivar of tea specially hybrid of Sinensis and Assamica.

Tea making is an art and it depends on the skill possessed by the maker. This art is an important determinant for producing quality tea.

Nepal has an advantage of having diverse cultivator of tea specially hybrid of Sinensis and Assamica.

Drink for **your health**

Here are the top 10 health benefits of tea and some options for delicious teas to try:

1. Tea contains antioxidants

Antioxidants work to prevent the body's version of rust and thus help to keep us young and protect us from damage from pollution. Load up on antioxidants with a white tea, which is less processed than black or green tea so it retains more beneficial antioxidants.



2. Tea has less caffeine than coffee

Herbal blends have no caffeine, while traditional teas have less than 50 percent of what typically is found in coffee. That means you can consume it without those pesky effects on your nervous system, says Leslie Bonci, nutritionist and owner of Active Eating Advice. Chicory root is also known to help reduce stress and is a prebiotic so may be helpful to your gut.

Research on this isn't as strong, Ardine said, adding that studies that have shown an effect have depended on consumption of large amounts of tea, often in pill form.

3. Tea may reduce your risk of heart attack and stroke

"There's a lot of literature out there on tea and heart health," said Anna Ardine, clinical nutrition manager at Magee-Womens Hospital of the University of Pittsburgh Medical Center. "This is a health effect for which there is the strongest evidence."

In fact, a study published earlier this year that combined data from a host of earlier reports found a nearly 20 percent reduction in the risk of heart attack and a 35 percent reduced risk of stroke among those who drank one to three cups of green tea a day. Those who drank four or more cups of green tea daily had a 32 percent reduction in the risk of having a heart attack and lower levels of LDL cholesterol.

4. Tea may help with weight loss

5. Tea may help protect your bones

Data from recent animal studies has shown that green tea may prevent bone loss. Moringa, a plant that's native to South Asia, has been known for its medicinal properties and is now quickly becoming a mainstream superfood. With more calcium than milk, as well as iron, vitamin A and K, moringa tea is a great addition to help keep those bones strong.

6. Tea may keep your smile bright

"Japanese researchers have found that tea can decrease tooth loss," Ardine said. "It changes the pH in your mouth when you drink it and that may be what prevents cavities." Beyond that, tea, unlike many other beverages does not appear to erode tooth enamel, Bonci said.

7. Tea may boost the immune system

Studies have shown tea can tune up immune cells so they reach their targets quicker. Holy basil or tulsi tea has been used by Ayurvedic practitioners

for centuries to help keep the immune system strong after injuries or illnesses thanks to its antibacterial, anti-fungal and anti-inflammatory properties.

8. Tea may help battle cancer

Studies on this are currently mixed, which means more research is needed, Bonci says. But, in the meantime, "if you've got a strong family history of cancer and you want to do anything you can, you might increase your tea consumption," she added.

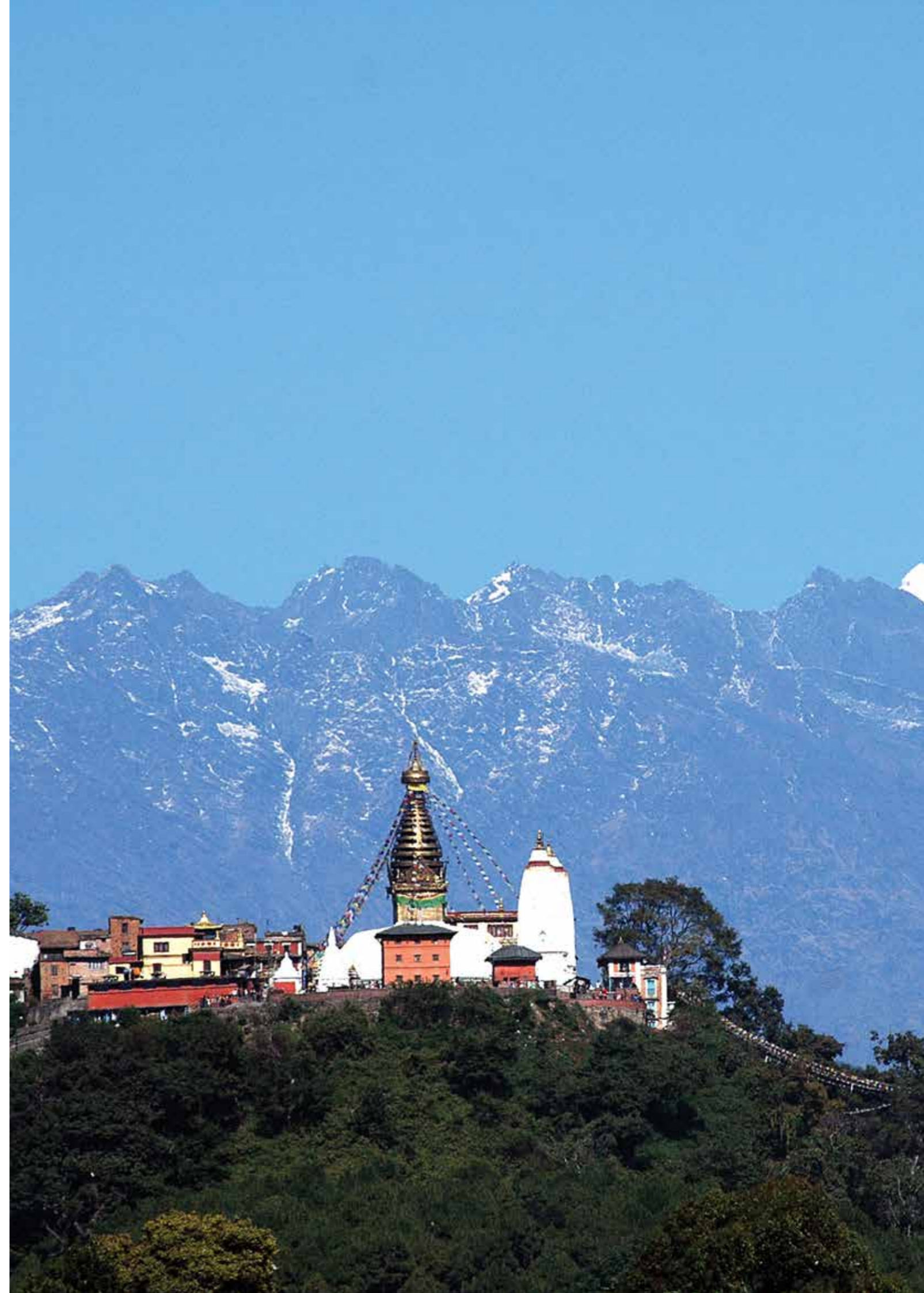
9. Herbal tea may soothe the digestive system

"Herbal teas, in particular chamomile, can be good for people with irritable bowel syndrome because it is an antispasmodic," Bonci said. "And ginger teas can calm nausea." Get a dose of both with a ginger chamomile tea.

10. Tea — unadulterated, that is — is calorie free

"It's a great no-calorie alternative to water," Bonci said. "It provides so many options for flavor and versatility. You can have it hot or cold. And you don't have to put anything in it, though you might want to add a cinnamon stick or some ginger. That means you're able to hydrate with something other than water alone."

Source: *Today.com*



GOING ORGANIC



In your opinion, what is the status of tea production in Nepal?

Currently, approximately 4.5 million kilos of orthodox tea is produced every year in Nepal, which is a good amount for a small country like ours. I am positive that our tea has the potential to develop and outshine many other markets around the world.

How much of the total tea produced in Nepal is used for internal consumption and how much is used for export?

Around 5% of Nepal's teas is used for domestic purpose, and approximately 5-7% is sold to foreigners who are in Nepal. Nearly 85% is exported to foreign countries, out of which 95% is solely placed in the Indian market. The quality of Nepal Tea is similar to Darjeeling tea, and thus Nepal Tea as a brand has become successful in replacing Darjeeling tea in India. The replacement is witnessed to such an extent that even Indians are choosing our tea over Darjeeling tea. The tea that is exported to countries outside of India is purchased by international brands that sell our products to other global platforms.

Why do you think Nepal Tea is not consumed as much as the teas from other nations?

To increase our presence in the consumers' mind, it is extremely crucial for us to create a brand image, for the local as well as the international market. This lack of identity is the reason why I think Nepal Tea is not consumed as much as other teas. To change this situation, we have to first polish our brand identity: we have to market orthodox tea—be it black or green tea—amongst the local consumers and make them aware of the health bene-



fits that comes along with drinking these teas. The buying power of India is comparatively higher than European nations, when it comes to Nepal Teas, and expanding our market in a country like India would bring remarkable benefits.

What are the challenges behind not being able to establish a powerful brand?

The cost to brand our product, especially in places like Europe, which have a lot of market potential, is very high. The resources we need to promote our brand image are not available to us. The foreign capital aid we receive is not sufficient to fulfill the requirements. Branding is an ongoing process and demands continuity. The Government of Nepal must separate funds for the purpose of tea promotion. If we get an opportunity to establish our brand well in India, where 95% of our produce is exported, the proportion of the cost and quality will not have a huge margin.

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If we prioritize on yielding organic tea, then farmers can have a shot at generating a better income and our tea business will soar in no time.

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How many organic tea farming producers are there in Nepal?

Kanchanjunga, Himalayan Shangri-La, Gorkha, Ilam Tea, along with a few other small scale-producers deal with organic tea farming, but it is necessary to know the details of production. For tea to be 100% organic, organic fertilizers need to be used, but the challenge lies in the fact that the raw materials to produce organic

tea are highly expensive, and it is not possible to rely on funds.

You are talking about pushing small-scale tea producers towards organic tea farming but what about other large-scale producers?

Currently, 95% of Nepal Tea is being cultivated by small-scale producers. There aren't enough large-scale companies to begin with, and if we were to push the few large-scale companies to produce organic tea, we first need a huge workforce, which we do not have. After that you then need to train those people for fine plucking and preservation.

Where does our country stand in the international market? What is the range of production and export volume worldwide?

Currently, our production volume is negligible, in comparison to leading tea producers. China and India are the largest tea producers, and they have a high rate of home consumption. As per my knowledge, China is the largest tea exporter, followed by Sri Lanka, Kenya and other African countries. All I can say is that we are in an immense need of sustainable market to increase the reach of our tea.

We are the only country fit enough to compete with some of the best teas in the world, like Darjeeling Tea, and match their quality of tea production. It is quite unfortunate that currently we are being able to produce only 5-6 % of our tea organically. If we prioritize on yielding organic tea, then farmers can have a shot at generating a better income and our tea business will soar in no time.

Ashok Murarka

Chairperson, Ilam Tea Producers' Association



TAKING NEPAL TEA TO THE WORLD

As the business of international tea market booms, we strive to achieve similar results in the local market too. Regardless of the production rate, half of our produced CTC tea is consumed domestically and the rest, which constitutes about 9 to 10 million kgs of CTC tea, are sold to foreign nations.

We export a large quantity of our tea to India. That may be the reason why it appears as though NTPA is negligible towards marketing in international market, apart from India, even though we do export tea to countries like Pakistan and Dubai as well.

NTPA's tea export nations were quite limited, until we came to know that Bangladesh too was looking to import international tea brands in the country. Hence, we found a promising opportunity to expand our tea export nation circle. The cooperation of the ambassador of Nepal proved to be of great help as well. We estimate that there can be export of nearly 5 to 6 million kgs of tea in Bangladesh, so the country could indeed be a landmark for Nepal to escalate the positioning of its tea business and amplify the brand products globally. We had a discussion with Bangladeshi revenue secretary, during which we saw that the country is optimistic about the outcomes generated from the tea supply. He added that the two

countries—Bangladesh and Nepal—have maintained a strong relation, both of which are members of South Asian Association for Regional Cooperation (SAARC).

The history of Nepali CTC tea goes back a long way. It has had its own share of ups and downs, yet it has managed to progress during all these years. I believe that the quality of our product has maintained its standard since day one. But despite this, our companies have not succeeded in maintaining a sustainable and reasonable market sale, like tea brands from other countries.

I believe that we can grow and multiply our brand recognition in Nepal by frequently organizing several exhibitions on the quality of CTC tea. Likewise, the National Tea and Coffee Development Board has a substantial responsibility to think about the expansion of tea industry logistically and create better ways to build our recognition on the international platform. Due to the massive production and distribution of Nepal Tea domestically and globally, it would be pointless to strive for marketing techniques solely based on local bodies. Embassies all over the world can play a vital role by emphasizing on global marketing strategies.

Through our tea producers, we forwarded a written commitment to the Tea Board where we mentioned the possibility of holding auctions to grow the local market sale. To eliminate any sort of misunderstanding, the concerned authority checks three basic elements: infusion, liquor and longevity, which determine the marking standard prices as per the quality check. Unfortunately, the plan has not yet been executed despite the fact that both the parties have agreed on the given terms. Now our main concern is to find out the problem behind this failure, and come up with ways to resolve the issue. Once tea is 100% auctioned, we can find better revenues for our teas.

While our orthodox tea rivals Darjeeling tea, our CTC tea sees a fierce competitor in Assam tea and Dooars tea of India. Hopefully, the government of Nepal will work together with its tea industry for a brighter future and stronger economy.

Embassies all over the world can play a vital role by emphasizing on global marketing strategies.

Chandi Parajuli

Advisor, Nepal Tea Planters Association





Ravi Rathi
Young Entrepreneur

Exploring opportunity

After water, tea is the most consumed drink in the world. And every year tea consumption is increasing. This presents Nepal's tea industry with immense opportunity. Particularly because tea produced in Nepal is at par with the best in the world. Our biggest asset is the country's soil, favourable climate and altitude, which are just right for tea cultivation. If you compare our tea to that of Darjeeling, both are very similar, yet Darjeeling tea is more well known. But what the world doesn't know is that our soil is younger and our tea bushes are still young and haven't reached their prime, all of

which leads to better quality tea. If we are to better our prospects in the international tea market, there are several things we need to improve on. We should be strict about not allowing banned pesticides and should improve our plucking culture. We also have to prove to the world that Nepal Tea is as good as teas from other tea producing countries like India, Kenya, China, Vietnam or Sri Lanka. We should also focus on promoting the fact that Nepal Tea is at par with some of the best teas in the world. We should let Nepal be known as a supplier of quality tea. This is important for several reasons. For example, Kenya is the world's largest tea exporter and Sri Lanka comes

second. But in terms of revenue, Sri Lanka earns twice as much as Kenya. That is because Sri Lanka has over the years added value to the product, thus their tea commands better price in the international market. This is what Nepal should follow too. In some ways Nepal has been able to do it.

Another area that we should focus on is lessening our dependence on middlemen for distribution. In today's world, through effective use of the internet, we can connect with our buyers directly, which not only lessens our cost, but also allows us connect with our buyers directly.

The changing dynamics of the tea industry

Tea is one of the most popular drinks in Nepal. We Nepalis love our tea. Be it early in the morning or afternoon or evening, tea is one of our most favoured drinks. Drinking tea is an inextricable part of who we are as Nepalis.

CTC tea is the most consumed tea in Nepal, and it constitutes a whopping 90 per cent of the total tea sold and consumed in the country.

Undoubtedly, several types of tea are available in the market that are sold in different formats. The majority of CTC tea traded in Pokhara and Kathmandu are done in mono cartons, while in the Terai and hilly regions, they are traded in pouches.

Internationally, the demand for tea has grown exponentially and tea business is seeing a tremendous growth. The rise in growth and demand has presented many with opportunities but it has also made competition fiercer, which is a good thing because it has forced tea producers to always stay focused on quality. One type of tea that has witnessed significant growth is specialty tea. With the growth of corporate culture and consumption of tea surging in hotels and restaurants, specialty tea is likely to see more growth in the coming years.

Many in the tea industry think that the popularity of the coffee-drinking culture poses a direct threat to tea. But I don't think this will be the case. I think the growth of the coffee culture is one of the major reasons for the growth in specialty tea. Tea brands that are well positioned in the market and have a variety of choices to offer are likely to command more market share.

We need to be aware about the customers' ever-changing demands and their priorities, and so on in order to help make the products sellable and find techniques to sustain this demand for tea. It is vital for tea producers to innovate and stay updated on the changing dynamics of the tea market to not just survive but thrive. But equally important is the role the government plays. Fortunately, Nepal government, for the last few years, has supported the tea industry. If the support continues in the future, it will definitely help the tea industry prosper.

Even from an environmental perspective, tea cultivation helps balance the carbon emission in the atmosphere. Now, for Nepal to



Dinesh Sariya
Young Entrepreneur

make its mark in the international tea market, it needs to employ strategic techniques in marketing and work towards getting a fair price for the quality tea that it produces.

We need to be aware about the customers' ever-changing demands and their priorities, and so on in order to help make the products sellable and find techniques to sustain this demand for tea.

Realising Nepal tea's potential

Tea cultivation is one of the largest employment generators in the country, and also a significant contributor to the country's GDP. It is estimated that Nepal produces a staggering 20 million kgs of CTC tea, out of which over 10 million kgs are consumed locally, while the rest is exported. Up until now, Nepal's tea has been largely exported to India, but with the rising demand for Nepal Tea, it's high time Nepal explores markets in other Asian, European and North American countries.

We have found that tea manufactured in Nepal is quite similar to tea produced in the Himalayan foothills of West Bengal, which is known as the Dooars. This implies that the elementary qualities of tea production, i.e. liquor, infusion and longevity, match with that of the ones in Dooars. A proportionate use of raw materials with desired, standard taste results in better infusion and therefore determines the longevity of the tea leaves. Despite the likeness of the two, the demand for Dooars tea is several times higher than that of Nepal Tea. A huge quantity of tea from Dooars is even exported to other countries, and in a majority of those countries, Nepal Tea hasn't even penetrated the market, or has a negligible market share. If we, Nepal Tea producers, put our focus on maintaining and improving the quality of our tea and at the same time explore newer markets and widen the reach of Nepal Tea globally, it will be able to get the price that justifies its quality.

In terms of exploring new markets, it's imperative that Nepal Tea producers not just focus on established markets but also on upcoming ones. For example, CTC tea is quite popular in Bangladesh, Russia,

Czech Republic, UAE and countries in the Middle East. Being aware of emerging markets will help Nepal Tea producers to strategize their brand positioning, sales plans accordingly.

But for Nepal Tea to achieve its global potential, Nepal's government has an instrumental role to play and its support is crucial. The government can help by bringing in policies that promote Nepal Tea industry so that it can not just survive but thrive too.

Personally, I believe our government ought to provide a designated logo for CTC and allow factories that have the trademark to distribute and export tea. Likewise, policies should be promulgated where tea factories who use the logo as a disguise without authorized licence are penalized in accordance to the seriousness of violation of the law.

Furthermore, tea cultivators in the country should be banned from using universally banned chemicals, fertilizers and pesticides that could have detrimental health effects. This will not only guarantee the hygiene and organic nature of our tea, but will also have a positive impact on Nepal Tea as a brand in the global arena. And with the world now shifting its focus on going organic when it comes to produce, Nepal Tea producers should also start focusing on going organic—that's where the future demand is poised to be. But going organic is not an overnight process and will take time, but if we take the step now, we can have a better opportunity to move in the right direction so that we focus not just on the increase of the reach of Nepal Tea and the revenue it generates but also on the sustainability of the Nepal Tea industry.



Suresh Mittal
President, Nepal Tea Planters Association



THE SPECIALITY OF SPECIALTY TEAS

In Nepal, there are vast opportunities for broader positioning and recognition of local tea producers. Around 85% of the tea production and markets across our country are under the supervision of small-scale farmers, and green leaves, which once processed are transported to different tea industries from where they supply the products in the markets for sale.

Farmers engaged in small-scale industries are spread from the east of Ilam to the west of Kaski, which indicates that small-scale industry-based farmers are spread across the country and are higher in number than large-scale industry workers. The small-scale tea industry itself is in the majority. The minority large-scale industries, which are based on Indian technology, were established mainly to produce tea in large volumes, but because these industries require raw materials in large volume, they do not produce specialty teas. Made from selected green leaves, specialty tea has become a favourite among people. Large-scale industry-based farmers have failed to reap the benefits of tea gardens in remote sectors, as they would have to add huge budgets to build industries. Thus, farmers have been left with no other option than to either pluck the leaves or abandon tea gardens. I myself have gone through the same plight.

As it was unlikely to find the necessary technology in India, we went looking for them in China. I found the technology, assembled the parts and then founded a tea factory in Ilam, in 2009, which has since grown as a franchise in 13 other districts,



like Panchthar, Dhankuta, Lamjung, Kaski and so on. These industries have been producing green and specialty tea, which are not yielded in huge quantities. Such teas, though limited in production, are of fine and high quality. Specialty Tea Association of Nepal (STAN) incorporates those tea factories where refining and plucking standard are primarily highlighted. Since owning land and engaging in farming by themselves has become a trend in Nepal, farmers now cultivate around 50 to 300 kgs of tea leaves. There are currently more than 100 tea industries for the production of green tea and specialty tea, among which 46 have connections with STAN.

Industries that are based or independent of our association have begun to produce and distribute their products in the market using their own mediums as well. It is fortunate for us that our green teas and specialty teas are finding a place in international territories and the pricing is worth the quality. China, which is one of the largest tea producers in the world, has acknowledged the standard and quality

of our tea, and large amounts of tea are being exported to China in recent times. Trading and sale of tea from Nepal to China is seen to be on the rise. Countries like France, Germany and the US are also seeing a surge in demand for green and specialty tea. Japan and Australia have also been added to the list.

Organic processing, high elevation and prohibition of chemical fertilizers are the three primary reasons behind national and international consumers preferring locally manufactured products. These three factors are also what sets our tea apart from foreign tea producers. Climate and altitude also create distinctions in the quality of tea production. Apart from the plucking standard, infusion of leaves takes place while brewing and we can spot the kind of green leaves resulted from that process, which ultimately assists to ensure the quality of specialty tea.

With the recent plunging of coffee markets, consumers are looking for an alternative go-to drink, and green tea and specialty tea can undoubtedly be the best alternative. And our local markets have been taking an appreciable stand in international platform. Specialty tea has high pricing labels because of the standard of plucking and use of sensitive technologies. The pricing begins from \$35 and above.

Since owning land and engaging in farming by themselves has become a trend in Nepal, farmers now cultivate around 50 to 300 kgs of tea leaves



Raju Sherma Limbu
Chairman, Specialty Tea Association of Nepal (STAN)

THE TEA JOURNEY

After water, tea is the most consumed beverage. Not only is tea preferred for its taste, but it is also appreciated for its health benefits. Tea helps maintain our cholesterol level, minimizes the growth of tumour, decreases our chances of a heart attack, controls cancer cells and keeps our diabetes in check. Tea is also rich in antioxidants, and thus is a healthy drink, especially for pregnant women.

Tea is also an integral part of many cultures. A tea party is an integral part of the British way of life, and in the majority of Asian countries tea time/tea break is common. In Nepal, tea is the first drink one has in the morning and is the most common drink offered to guests as a sign of hospitality. But Nepalis are yet to embrace the different varieties of tea.

Then and now

The first tea seeds were planted in Nepal in 1920 BS. The seeds were given as a gift to Jung Bahadur Rana by a Chinese emperor. Tea, then, was grown in a very small scale. More than a century and half later, tea, today, has grown to become one of the biggest industries in the country. Small-scale farmers grow tea on 12,956 hectares of land, while industrial tea cultivation occupies 15,285 hectares of land. A total of 28,241 hectares of land in country is used to grow tea, and 2,44,09,326 kg of tea is produced annually.

Tea industry's obstacles

Like all journeys, Nepal's tea journey has had its fair share of obstacles. The absence of a research centre dedicated to tea has resulted in limited information and knowledge on tea and has slowed down the country's advancement in tea. This has also resulted in the lack of manpower. Even though the government introduced the National Tea

Policy more than two decades ago to promote tea production in Nepal, very little of the policy has been implemented.

Even for farmers growing tea in Nepal, it is difficult to secure loans from banks to expand their production and plantation. Proper tea auctioning is non-existent in the country and so is the unity among tea farmers, marketers and producers.

Finding solutions

It is high time we act in accordance with the policies outlined in the National Tea Policy 2057 and bring needed changes in the policy. The new policies should be in favour of small-scale farmers because it is those farmers who have been facing problems, such as difficulty in taking loans to lack of education or awareness of the right processes.

Nepal should also equally focus on introducing the latest technological advancements in the field to advance the tea industry. Tea auctions, tea research centers and laboratories should be available to better our produce and improve our tea industry. An inspection of the

different aspects of the industry should be done regularly, and tea exhibitions should be organised at regular intervals. Lastly, it is extremely crucial to motivate innovative start-ups and young entrepreneurs to get into the tea business.

The road ahead

The future of the Nepal Tea industry is a promising one, and not only in terms of tea production. One area that can be further explored is tea tourism. We are also working on a whole host of things related to tea. We are working on starting tea internships for a duration of three months this year. This, we think, will help a lot in educating people about tea. We will also soon be producing RTD (Ready To Drink) tea. RTD tea will be similar to bottled water, making it always possible to drink tea wherever and whenever. We also think it is necessary to have a ministry dedicated to tea. The future for Nepal Tea is promising. All we need to do is get our act together.



DEEPAK KHANAL

Director, National Tea and Coffee Development Board

UNNATI: Improving quality and quantity of Nepali Orthodox Tea



BISHNU KAFLE

UNNATI-Inclusive Growth Programme in Nepal is a five-year project (January 2014-December 2018) that is funded by the Danish Government. The project's main objective is to strengthen market-based growth with a focus on reducing poverty and improving living standards. UNNATI's three major components are: value chain development, infrastructure development and environment component. Since the tea industry of Nepal's eastern region has a lot of potential, UNNATI aims to strengthen the value chain development of that region and support its market-related infrastructure.

One of the largest and most promising value chains in the eastern region is that of orthodox tea. The orthodox tea value chain subcomponent is being implemented by various partners, including the Ministry of Agricultural Development,

the National Tea and Coffee Development Board (NTCDB), various commodity associations such as HOTPA, STAN and CTCF, as well as various private tea producers, processors and cooperatives in the region.

Our organization's main objective is to commercialize the orthodox tea value chains by means of healthy market competition, creation of business opportunities and overcoming the existing market constraints. The private sector actively stimulates new ideas, products and business models to improve the quality and quantity of orthodox tea. This process is facilitated by encouraging business diversification, strengthening information flow, adopting technological improvement and promoting orthodox tea, both domestically and internationally.

Although most parts of Nepal enjoy excellent conditions for the cultivation and production of quality tea, Nepali producers still face a number of challenges when it comes to supplying their products in the global and regional market. Majori-



Limited access to essential equipments like suitable clone and modern machinery, inadequate technical knowledge and insufficient skilled tea technicians are constraints for the Nepal Tea industry

To this day, UNNATI has focused on supporting and facilitating initiatives that deal with some of the major constraints facing the tea value chain in Nepal. This includes increasing production and quality of orthodox tea by supporting around 30 sub-projects in production, processing and marketing of tea as well as upgrading infrastructure, technology and certification capabilities.

There are also around 40 sub-projects that focus on supporting farmers, small processors and cooperatives with capacity building in order to improve the quantity and quality of tea, business management and planning, standards and codes of conduct and other requirements for commercialization of orthodox tea. Besides, there are three sub-projects that are being implemented, whose focus is to market Nepali orthodox tea internationally, by means of blending, sorting, grading, packaging, warehouse and e-commerce facilities. Accordingly, UNNATI helped in the development, registration and implementation of the new Nepal Tea logo (Nepal Tea: Quality from the Himalayas), which is a collective trademark to be used for marketing Nepal Tea internationally.

For the future, we are working on the establishment of a tea information resource center, a web based trading platform, where a cadre of accredited Nepali organic inspectors test the product's quality. And of course, we are taking a step forward in the promotion of Nepali orthodox tea in the international market through participation in tea trade fairs and festivals, such as the 3rd International Tea Festival in Nepal (2018).

ty of tea farmers in Nepal are small-scale farmers who use conventional and traditional production technology. This makes the cost of production high, while the productivity and quality of green leaves still remains the same. Limited access to essential equipments like suitable clone and modern machinery, inadequate technical knowledge and insufficient skilled tea technicians are some of the major binding constraints for the Nepal Tea industry. The result is low production and poor quality of tea with higher cost of processing, packaging and marketing.

Despite the increasing global demand for orthodox tea, large volumes of Nepali orthodox tea do not meet the international quality standards. In order to compete in the global market, the product has to go through processes of Good Manufacturing Practices (GMP), Hazard Analysis and Critical Control Points (HACCP),

Maximum Residue Limit (MRL) and microbial contamination checks. Also, organic production and certification of the product is essential. Unfortunately, many of our teas do not go through all these processes.

Furthermore, unfair distribution of profit and lack of trust among the laborers, small farmers/producers, processors and marketers have affected the orthodox tea value chain. The laborers are worried about the working conditions, farmers concerned about the low purchase rate by the factories, and the processors worry about the poor quantity and quality of the tea leaves supplied.

The Nepal Tea industry depends heavily on the Indian border to export its products globally. That is why, alterations to the various non-tariff trade barriers with India increases the transaction costs, and affects the prices throughout the value chain.







DILLI R BASKOTA
General Secretary,
HOTPA -Nepal

THE RECENT TREND OF Nepal Tea: **SMALL IS TRULY BEAUTIFUL**

The story of tea plantation in Nepal started in 1856, during the Rana regime, when parts of Ilam's land were sown with exclusive varieties of seeds received as a gift from the Chinese Emperor to Jung Bahadur Rana. In addition, exclusive clones, which were created after a long research done by TRA in Darjeeling, were also planted in the area.

And although the first tea plantation took place in Nepal in Ilam district in 1863, the commercial importance of the orthodox tea sector began only after the introduction of the Small Farmers Scheme in 1978. After the scheme was rolled out, many small farmers started tea plantation around Kanyam Tea Garden. In 1982, King Birendra declared five districts of Eastern Nepal as 'tea growing zone', which included some financial benefits, including interest rebate, for the farmers. As a result, at present, there are 15,040 farmers with an average land holding of 0.6 acre, which covers 9,238 hectares, with an output of 3.1 mil. kg, or nearly 65% of the total production of orthodox tea in Nepal. At present, tea plantation has extended to the west, at the foothills of Mt Annapurna, with the initiation of small farmers only. Today, most of the small-scale tea farmers are located over 1,000 m to 2,400 m, where the soil is rich organically and the geo climatic condition is unique.

Some of the unique features of Nepal Tea:



Organic system of production

Nepali farmers follow a cultural practice of sustainable farming. Most hill farmers keep a pair of bulls for ploughing, a few cows for milk, and chickens, pigs or goats—for meat and dairy. The farm yard manure is enough to maintain soil fertility. Traditional hedging plants such as *Adhotoda vasica* and *Ablizia lebbell* are scientifically proven to be pest-repellent and nitrogen fixation (rich in nitrogen) plants. Therefore, small farmers hardly need any external inputs to make soil fertile for production, or in other words, Nepali farmers' practice can be considered 'beyond organic'.

Plucking standard

With the introduction of small Chinese machines in 2010, local youths have installed processing units near many plantation areas, which has increased plucking efficiency. However, many plantations also employ female members of small-scale farmers, who manually pluck tea leaves themselves, twice or even thrice a day. This practice is believed to enhance the quality of the tea.

The higher the altitude, the better the quality

Small processing units are usually located in remote parts or mostly above 1,200m, such as the Jasbire area in Ilam and northern Oyam in Panchthar (as



preliminary research has indicated that caffeine is low and Linalool, a flavoring agent, is higher in tea grown in high elevation.) The plucking standard can be maintained as the growth of the leaves is a bit slow.

Specialty tea: A choice of small processors

Most of the small processors prefer to produce specialty tea (white, oolong, golden needle/tips and premium green). Such teas have caught the attention of Chinese connoisseurs, and are being able to fetch good prices from the EU and the US as well. This has clearly given a message to farmers: pluck well to get better rewards.



Nepal specialty tea has already won awards in North American Tea Championship as well.

Awareness in food safety and keeping quality

Although Nepal is naturally blessed and can produce tea that has a unique aroma and taste, the processors are having a hard time to preserve this treasure because of a lack of resources and infrastructure. In order to keep the quality of Nepal's tea in check, collective logo directives are being formulated, which are directly or indirectly linked with Food Safety Measures or Total Quality Assurance System. Small

processors and experienced exporters have joined hands and are establishing a well-equipped Marketing Consortium, known as the Eastern Tea Processing Company, which has the latest technology to completely avoid physical and chemical contamination. The joint marketing consortium will be a truly trustworthy enterprise to source Nepal's small processor teas from a single platform. The company is preparing to offer tea that is/has:

- Free of foreign body
- Chemical pesticide residue free
- Desired moisture level
- Assured packaging to maintain flavor and avoid moisture during transportation
- Minimized logistic cost cargo etc

In brief, Nepal is a small country that cannot compete (in bulk production) with its neighbors. Producing high-value specialty tea that caters to a niche market is the only road that can lead Nepal Tea to the right path, ie, a path that develops tea as an ecologically, socially and economically sound export crop for Nepal and a truly healthy beverage for the international community. Trade is always better than aid, and Nepal Tea farmers will always welcome you to be a part of the promotion of Nepal Tea, which assures great quality from the Himalayas.





Tea tourism: More than just sipping tea



SANGAM PRASAIN

Nepal is a diverse nation. From geography to culture and religion, Nepal's beauty lies in its diversity. But in this diversity, you will find many common factors. And one such factor is that Nepalis love tea. Wherever you go in Nepal, you will find that Nepalis are avid tea drinkers. And tea is the go-to drink right from the start of the day.

If you are visiting Nepal and you share this love for tea, you ought to visit Ilam. Located some 700 kms from Kathmandu, Ilam is the heart of Nepal Tea production. Its rolling hillocks are covered in lush tea gardens, which is a sight to behold. The temperate weather, abundant biodiversity and breathtaking landscapes add to Ilam's attractions.

Tea planting was introduced in Ilam and Saktim as early as 1863 and the seeds were gifted by a Chinese emperor to the then Prime Minister Jung Bahadur Rana. By 1878, Ilam already had its first tea factory up and running. But it was only in the early '80s that commercial tea production began. In 1982, the government declared five districts—Jhapa, Ilam, Panchthar, Dhankuta and Terhathum—as Tea Zone. And since then, tea has become a valuable cash crop and has been contributing to the country's economy. In the context of broader economic development, the tea sector has immense potential, especially

in tourism. Tea-based tourism including ecotourism, tea-culture tourism and teahouse trekking are areas that hold immense potential.

Tea Immersion Tour

One of the mostly visited tea gardens in the country is Kanyam Tea Garden in Ilam. Hordes of Nepali and Indian tourists from Darjeeling, Kurseong, Siliguri and Kolkata visit Kanyam Tea Garden. The main attraction is the garden's lush tea bushes. Activities at the garden include horse riding, and many come for picnics against the garden's beautiful backdrop.

With Kanyam becoming so popular with visitors, some local travel agencies have even introduced teahouse trekking in the area and tea enthusiasts from Germany, France, Japan and the US have started showing interest in these packages. Even the government has been promoting tea production districts, espe-

cially Ilam and Dhankuta, as ecotourism destinations.

Another tea producing area that has immense ecotourism potential is Antu Danda, located at the foothills of Mt Kanchenjunga, the world's third highest peak. Antu Danda is another hill station (at 1,677 m), and on clear days, Mount Everest is visible from Antu Danda. The place is also a great spot to watch the sun rise and set. At Antu Pokhari, a pond in the vicinity, visitors can also go boating. Mai Pokhari is another attraction. Located at an altitude of 2,438 m, Mai Pokhari is home to a beautiful lake and nine ponds—some ponds are large enough to go boating in. The lake is also an important religious site.

Ilam's popularity and its potential was well explored in an article published in Forbes, a popular American business magazine, in its March 27 issue. The article titled, "Nepal Tea Offers Opportunity to Become a Tea Farmer", describes how Nishchal Banskota, a Nepali entrepreneur and founder of Nepal Tea, plans to introduce tea lovers all over the world to the way tea is harvested and produced in Nepal. The article also mentions that tea

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One of the mostly visited tea gardens in the country is Kanyam Tea Garden in Ilam

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is more than a just a beverage. Banskota mentions in the article that tea is not just a commodity for the people of Nepal, but also a way of life and that his goals is to share this Nepali way of making tea to the world with immersive tea-based tours that cover Nepal's tea history to the art behind tea production.

A recent report by the Ministry of Commerce has highlighted how tea-related services catering to tourists could increase women employment in the country. Tourism also presents small-scale tea producers a way to diversify their

income. Additionally, promoting tea tourism is a good way to market Nepal Tea.

Know About Tea

Nepal grows two types of tea: *Camellia assamica* for crush, tear and curl (CTC) tea and *Camellia sinensis* for orthodox tea. After plucking, tea factories process the tea leaves into two types—CTC and Orthodox—using separate processing techniques.

CTC tea is cultivated in low altitudes or in the plains of Terai. CTC is a method of processing tea in which the leaves are passed through a series of cylindrical rollers with hundreds of sharp teeth that crush, tear and curl tea leaves into small, hard pellets.

Orthodox tea is grown mainly in high altitudes, mostly in hill regions. Ideally, orthodox tea is produced with only the top two leaves and a bud from each branch. Orthodox refers to a traditional production process, where the plucked tea leaf is partially dried or withered, rolled and then fermented to give a light color, unique aroma and fruity flavor. Tea tours in Ilam is packed with exciting, interesting, and authentic experiences.





Confessions of a tea connoisseur



DEEPAK ADHIKARI



I have a confession to make. Drinking sweet milk tea with my friends and acquaintances has become a part of my life for many years now. Even though my workspaces have changed several times, one feature of my working life has remained unchanged: my love for sipping tea at tea shops that sell tea of my liking. And there's no dearth of such shops in Kathmandu.

At my latest office in Sinamangal, where planes roar overhead and jack-hammering punctuates the peace of the area as I struggle to write a line or two and deadline looms, I have discovered a tea shop a stone's throw away from work. In the courtyard of my office, as conver-

sations float around any topic under the sun, I savor tea with my colleagues.

My love for tea though didn't begin in Kathmandu. It began in Phidim, a small town in eastern Nepal. My father loved milky, sugary tea, and transferred his habit of drinking milk tea to all his five children. Phidim was a fitting place to develop a love for tea, since it was not very far from Ilam, the district bordering Darjeeling in India.

At school, I was fascinated by an essay called "Experiment with Tea and Coffee", which was in our English textbook. It provoked in me a strange curiosity about the two competing drinks, but I have always been loyal to the former.

Deepak Prakash Baskota, a local entre-

preneur who founded Naya Namuna Secondary School in Phidim (where I studied till grade 10), established Kanchanjangha Tea Estate in mid-1980s. The small tea estate has now grown into one of Nepal's largest producers of organic tea. It now employs hundreds of locals and even supports education of some of the worker's children.

While in my hometown, a good cup of tea was always so readily available; it wasn't the case when I arrived in Kathmandu in the early 1990s. During those early years in Kathmandu when I was trying to find a toehold, I don't recall having the perfect cup of tea. With a shoestring budget, I was barely getting by. I probably had forgotten altogether what a good cup

of tea was like. When you struggle against bigger forces, even a good cup of tea becomes a luxury.

In early 2003, I joined Kantipur Publication's Nepal Weekly magazine. I was in my late 20s and along with a bunch of blogger/reporters, which included Dinesh Wagle, Saroj Raj Adhikari, Post Basnet, I frequented a roadside café that served an amazingly good cup of tea. The small tea shop was always crowded with pedestrians, our colleagues and others. It offered us unlimited freedom. Office cubicles were by nature stifling. So it was only during frequent tea breaks that we felt we could truly express ourselves.

That little space became such an integral part of our lives that as the waiter poured boiling tea into china cups, we poured our grievances—my editor handled my copy in such a way that its thrust was killed. A colleague, who writes sloppy stories, had been promoted instead of me. My deeply researched story deserved to be on the cover, but the editor decided against it. The grudges were endless. But pouring out these grievances always used to be followed by encouragement from colleagues, which always helped us rejuvenate ourselves. At the tea shop, it appeared that everyone had something to share, in whispers, in louder exchanges. The topic veered from gorgeousness to gloom. At offices, people wore masks: a reporter, an editor, a copy-editor, a manager. But at the tea shop, you became a person shorn of any pretense of aggrandizement.

After my marriage in 2007, in my wife Kabita Kafle, I found a true tea-mate. She loved tea as much I did. Not only did she love a good cup of tea, she also prepared great tea. These days, we wake up in the morning and one of us makes black tea.

We—my wife, my 4-year-old daughter and I—have black tea with biscuits. Then, at around 8 in the morning, after I am back from my morning walk, I crave for milk tea. At this point in the day, nobody but a

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People wore masks: a reporter, an editor, a copy-editor, a manager. But at the tea shop, you became a person shorn of any pretense of aggrandizement
 ● ● ●

copy of a newspaper accompanies me and my cup of tea.

Sometimes I try to make the perfect cup of tea. But somehow, I haven't been able to master the art of tea-making. As she keeps herself busy with the chores, my wife occasionally—sometimes angrily—asks me to prepare my cuppa myself. But I humbly bow to her unmatched skill at preparing tea and try to help her in other ways.

For a couple of years until recently, I frequented a tin-roofed hut in Koteswor. There, a migrant family from eastern Nepal had set up a small snack place, which catered to some misguided local youth, mechanics of a nearby workshop and others like me. A teenager made decent tea and I frequented the place. As soon as he saw me, this school dropout headed to the tiny corner that doubled as kitchen. He knew I wanted milk tea.

It almost felt I had gone back in time, to the roadside café near Kantipur. But times have changed. I have become older. I work for an international news agency. I communicate with my editors through emails and Skype. I occasionally go to the old tea shop. The tea tastes the same, but my friends have moved on. Post headed to the United States to pursue a PhD. Saroj edited a digital newspaper until a few months ago. I regularly meet Dinesh, who left Kantipur several years ago, and occasionally visit the place with him. But there's something missing. The place is same, but we have changed. Perhaps, our circumstances have changed.

A few weeks ago, I visited the tin-roofed hut and asked for a cup of tea from the tea boy. The hut was empty. It was cold. So I stayed outside, basking in the winter sun, sipping on some warm, milk tea.



NEPAL'S TEA STORY





Colours of flavour





RHYS FOCKLER
Whole World Trade Ltd.,
Canada

HIDDEN TREASURES?

Nepal orthodox teas are definitely treasures, but they are certainly not “hidden”, and no-one has “hidden” them. They are just not promoted effectively and accurately. There’s also no reliable source to get more information on them. Together, let’s all change that.

Full disclosure: I’m 100% dedicated to certified organic. The environment and clean food always come first, and in my view, the government should not compromise on policies and assistance that will help increase tea export and disseminate more information on Nepal Tea (or any agricultural product for that matter). And there should be no compromise on the part of consumers. I have 22 years of experience working as a specialist in Himalayan orthodox tea and our small company has only sold certified organic tea. And not to be too hard-nosed about it, but when it comes to international markets, only ‘certified organic’ is ‘organic’. I am certain that expanding certified production and processing is the secret to achieving the objectives of the Trade Mark. That’s my message to the Nepal government and the NTCDB.

I feel it is important to address the ever-present discussions

in the press and on vendors’ websites comparing Nepal orthodox tea with Darjeeling tea (and don’t forget Temi T.E. in Sikkim). I think it’s mostly silly. Everything I read is terribly over-simplified and thus essentially inaccurate. Unnecessary and unfortunate competition. Firstly, it’s all Himalayan, growing in the same climate and on the same terrain. Second, the same type of hard-working people are taking care of the bushes, plucking and processing. Management is quite a different matter and Nepal has quite a lot of catching up and work to do. Those in the business know that the varieties, and the seasons, and the management of plucking, and production skills, are the real factors determining the quality in the cup, and far more important than which side of which border we’re talking about. The original seeds all came from China anyway. Those seeds found true happiness in the Himalayas! Let’s teach consumers to be knowledgeable and expert tea tasters, and then let the best cup win. And let each consumer find the style and batch that tickles their fancy.

Traceability: This is vital. Darjeeling producers have been very wise to propagate this principle, and Nepal must follow suit. Hence the Trade Mark. But we must go further. I believe a consumer in Europe,



Canada, Japan, or anywhere, should know precisely and reliably from where (country, garden), when (manufacturing date), and which variety their cup derives. Kudos to the Trademark Directives for beginning to tackle this issue with respect to Nepal orthodox tea. Consumers also need a lot more general and detailed information about the numerous varieties and cultivars, and various processing methods, culminating in their cup.

I would like to thank my visionary friends Deepak Baskota (for starting Kancharjangha T.E., the first certified organic tea garden in Nepal) and Dilli Baskota (for his work organizing the small producer sector with STAN), and both for their



tireless work promoting organics and bringing attention to the important matters of quality, co-operatives, and the plight of the underpaid farmer. *Jai Kisan ! Jai Nepal Chai !*

(Whole World Trade Ltd. will be launching NepalTea.net and Darjeeling.net on Kali Puja, November 7, 2018.)

Buyers perspective

I wish you the best during this event and I encourage you to exhibit as many leaf grades and styles of Nepal Teas as is possible and to explain clearly that Nepal produces not only the finest, high grade whole-leaf teas, but also teas suitable for blending, teas of all qualities and at many price levels.

Also I encourage you to avoid comparing your fine Nepal Teas to those of Darjeeling. Your teas have so much character and so many fine qualities of their own that to compare these to the teas of Darjeeling can only dilute the message of Nepal Teas. The teas of Nepal are, in my opinion, among the world’s finest and stand on their own, with their own special character. The tea growers of Nepal seem to be more innovative than most others; they have freed themselves from the traditional norms to create teas that can only be had from Nepal.

I deeply regret that I will not be there to shout this message aloud - I hope you will do this for me.

My best regards,

Richard Guzauskas
Davids Tea



Directory

CTCF Members

S. N.	NAME OF MEMBER COOPERATIVE	DISTRICT
1	Shree Singh Devi Chiya Utpadak Sahakaari Sanstha Limited	Terhthum
2	Shree Nawami Chiya Utpadak Sahakaari Sanstha Limited	Ilam
3	Shree Laali Chiya Utpadak Sahakaari Sanstha Limited	Paanchthar
4	Shree Kanyaam Chiya Utpadak Sahakaari Sanstha Limited	Ilam
5	Shree Janaheet Chiya Utpadak Sahakaari Sanstha Limited	Terhthum
6	Shree Eco Chiya Utpadak Sahakaari Sanstha Limited	Ilam
7	Shree Chaarkhol Chiya Utpadak Sahakaari Sanstha Limited	Ilam
8	Shree Sundarpaani Chiya Utpadak Sahakaari Sanstha Limited	Ilam
9	Shree Ajambare Chiya Utpadak Sahakaari Sanstha Limited	Ilam
10	Shree Singh Devi Chiya Utpadak Sahakaari Sanstha Limited	Ilam
11	Shree Him Shikhar Chiya Utpadak Sahakaari Sanstha Limited	Ilam
12	Shree Hariyaali Jaibik Chiya Utpadak Sahakaari Sanstha Limited	Ilam
13	Shree Himaali Chiya Utpadak Sahakaari Sanstha Limited	Paanchthar
14	Shree Uchha Pahadi Chiya Utpadak Sahakaari Sanstha Limited	Ilam
15	Shree Raja Rani Sana Kishaan Chiya Utpadak Sahakaari Sanstha Limited	Dhankuta
16	Shree Raamche Organic Chiya Utpadak Sahakaari Sanstha Limited	Dhankuta
17	Shree Tajelung Chiya Utpadak Sahakaari Sanstha Limited	Paanchthar
18	Shree Boudha Dhaam Chiya Utpadak Sahakaari Sanstha Limited	Ilam
19	Shree Shanghubeshi Chiya Utpadak Sahakaari Sanstha Limited	Ilam
20	Shree Janaheet Chiya Utpadak Sahakaari Sanstha Limited	Dhankuta
21	Shree Seselung Chiya Utpadak Sahakaari Sanstha Limited	Paanchthar
22	Shree Ilameli Chiya Utpadak Sahakaari Sanstha Limited	Ilam
23	Shree Tinjure Chiya Utpadak Sahakaari Sanstha Limited	Ilam
24	Shree Green Hill Chiya Utpadak Sahakaari Sanstha Limited	Ilam
25	Shree Chiya Utpadak Jilla Sahakaari Sangha Limited, Ilam	Ilam
26	Shree Deuraali Chiya Utpadak Sahakaari Sanstha Limited	Ilam
27	Shree Siidhithumka Chiya Utpadak Sahakaari Sanstha Limited	Ilam
28	Shree Triyuga Chiya Utpadak Sahakaari Sanstha Limited	Ilam
29	Shree Laali Guransh Chiya Utpadak Sahakaari Sanstha Limited	Ilam
30	Shree Kanchan Himaal Chiya Utpadak Sahakaari Sanstha Limited	Ilam
31	Shree Siddha Pokhari Chiya Utpadak Sahakaari Sanstha Limited	Ilam
32	Shree Sagarmatha Chiya Utpadak Sahakaari Sanstha Limited	Udaypur
33	Shree Subha Chiya Kishan Sahakaari Sanstha Limited	Jhapa
34	Shree Chiya Utpadak Jilla Sahakaari Sangh Limited, Paanchthar	Paanchthar
35	Shree Yangrupthum Chiya Utpadak Sahakaari Sanstha Limited	Paanchthar
36	Shree Chhintapu Chiya Utpadak Sahakaari Sanstha Limited	Paanchthar
37	Shree Aagejung Chiya Utpadak Sahakaari Sanstha Limited	Paanchthar
38	Shree Phoolbaari Chiya Utpadak Sahakaari Sanstha Limited	Paanchthar
39	Shree Batase Chiya Utpadak Sahakaari Sanstha Limited	Ilam
40	Shree Barboteli Chiya Utpadak Sahakaari Sanstha Limited	Ilam
41	Shree Chiya Utpadak Sahakaari Sangh Limited, Dhankuta	Dhankuta

42	Shree Sugandhit Chiya Utpadak Sahakaari Sanstha Limited	Dhankuta
43	Shree Mude Basant Chiya Utpadak Sahakaari Sanstha Limited	Dhankuta
44	Shree Saatthmke Chiya Utpadak Sahakaari Sanstha Limited	Paanchthar
45	Shree Gogane Chiya Utpadak Sahakaari Sanstha Limited	Ilam
46	Shree Khurila Chiya Utpadak Sahakaari Sanstha Limited	Bhojpur
47	Shree Saanimaai Chiya Utpadak Sahakaari Sanstha Limited	Ilam
48	Shree Sana Kishan Chiya Utpadak Sahakaari Sanstha Limited	Jhapa
49	Shree Sankhjung Chiya Utpadak Sahakaari Sanstha Limited	Ilam
50	Shree Sayaptari Chiya Utpadak Sahakaari Sanstha Limited	Ilam
51	Shree Aiselu Chiya Utpadak Sahakaari Sanstha Limited	Paanchthar
52	Shree Naamfungyak Chiya Utpadak Sahakaari Sanstha Limited	Paanchthar
53	Shree Chiya Utpadak Sahakaari Sangh Limited, Lalitpur	Lalitpur
54	Shree Himshikhar chiya Utpadak Sahakari Sanstha LTD.	Ilam
55	Shree Pragatishil chiya Utpadak Sahakari Sanstha LTD.	Dhankuta
56	Shree Panchakanya Sana Kishan Chiya Utpadak Sahakari Sanstha Ltd.	Dhankuta
57	Shree Chiya Utpadak Sahakari Sangh Ltd.(Terathum)	Terathum
58	Shree kulkule Chiya thatha Coffee Utpadak Sana kishan Sahakari	Terathum
59	Shree Ramite chia Utpadak Sahakari Sanstha Ltd	Terathum
60	Shree Ratna Chowk chia Utpadak Sahakari Sanstha	Ilam
61	Shree Pranbhung Chia Utpadak Sahakari Sanstha	Paanchthar
62	Shree Sulobung Chia Utpadak Sahakari Sanstha	Ilam
63	Shree Basanta Chia Utpadak Sahakari Sanstha	Terathum
64	Shree Fulek Chia Utpadak Sahakari Sanstha	Terathum
65	Shree Asine Chia Utpadak Sahakari Sanstha	Terathum
66	Shree Jalkanya Chia Utpadak Sahakari Sanstha	Terathum
67	shree Hilltop Chia Utpadak Sahakari Sanstha	Ilam
68	Shree Sikkidim Chia utpadak Sahakari Sanstha	Terathum
69	Shree Tinchule Orhanic chiya utdpadak Sahakari Sanstha	Ilam
70	Shree Hurhure Chia utpadak Sahakari Sanstha	Ilam
71	Shree Mahabharat organic Chia utpadak Sahakari Sanstha	Lalitpur
72	Shree chundhunga organic Chia utpadak Sahakari Sanstha	Lalitpur
73	Shree Parakhi Chia utpadak Sahakari Sanstha	Jhapa
74	Shree Singha Lila Chia utpadak Sahakari Sanstha	Ilam
75	Shree Makhalu Chia Tatha Coffee Utpadak Sahakari Sanstha	Sankhuwasava
76	Shree Makhalu Chia Utpadak tatha Prasodhan Sahakari Sanstha	Sankhuwasava
77	Shree Pathivara Chia utpadak Sahakari Sanstha	Taplejung
78	Shree Uparjan Organic Chia utpadak Sahakari Sanstha	Lalitpur
79	Shree Pahichan Organic Chia utpadak Sahakari Sanstha	Lalitpur
80	Shree Everest organic Chia utpadak Sahakari Sanstha	Lalitpur
81	Shree Chiwabhanjyang Chia utpadak Sahakari Sanstha	Paanchthar
82	Shree Surendra nagar Chia utpadak Sahakari Sanstha	Jhapa
83	Shree Parakhopi sana kisan Chia utpadak Sahakari Sanstha	Jhapa
84	Shree Hillside Organic Chia utpadak Sahakari Sanstha	Lalitpur
85	Shree Greengold Organic Chia utpadak Sahakari Sanstha	Lalitpur
86	Shree Gadimai Organic Chia utpadak Sahakari Sanstha	Lalitpur
87	Shree Bhotnagi Organic Chiya Utpadak Sahakari Sanstha	Ramechhap
89	Shree janasahavagita Pahadi Sana Kisan Chiya Utpadak Sahakari Sanstha	Dhankuta
90	Shree Baudhadhunga Chiya Utpadak Sahakari Sanstha	Ilam

91	Shree Makalu Chiya tatha Coffee Utdpadak Sahakari Sanstha	Dhankuta
92	Shree Sagarmatha Organic Chiya Utpadak Sahakaari Sanstha Limited	Solukhumbu
93	Shree Durlav Kanchan Chiya Utdpadak Sahakari Sanstha	Ilam
94	Shree Sopan chiya Utdpadak Sahakari Sanstha	Ilam
95	Shree Sidimba Chiya Utpadak Sahakaari Sanstha Limited	Panchthar
96	Shree Tinpate Organic chiya Utpadak Sahakaari Sanstha Limited	Lalitpur
97	Shree Highvision Organic Chiya Utpadak Sahakaari Sanstha Limited	Lalitpur
98	Aamadaplang Chiya bikas Sahakaari Sanstha Limited	Lalitpur
99	Shree Namsami Chiya Utdpadak Sahakari Sanstha Limited	Panchthar
100	Shree Shreeantu Chiya Utpadak Sahakari Sanstha Limited	Ilam
101	Shree Hatiknara Chiya Utdpadak Sahakari Sanstha Limited	Jhapa

HOTPA Members

S.N.	Garden Name	CONTACT PERSON	CONTACT MOBILE	PHONE	E-MAIL	PRODUCTION CAPACITY (Kg/Year)	
1	Everest Tea Estate Pvt. Ltd.	Mr. Som Prasad Guchan / Mr. Mohan Giri	9851086168	4279113	mohan@inspiregroup.com	7000	12,000
2	Gorkha Tea Estate Pvt. Ltd.	Mr. Udaya Chapagain	9851078467	4498319	uchapagain@gmail.com	70000	75,000
3	Gurans Tea Estate P. Ltd	Mr. Suresh Vaidya	9801021206	4478305	business@voith.com.np	120000	150,000
4	Himalayan Shangri-La Tea Pro. P. Ltd.	Mr. Kamal Raj Mainali	9851021068	4246703	kamalrajmainali@hotmail.com	150,000	1,75,000
5	Himalayan Range Tea Ind. Pvt. Ltd.	Mr. R. K. Rathi	9852021734	9851055571	hrt@ntc.net.np	450000	500,000
6	Ilam Tea Producers Pvt. Ltd.	Mr. Asok K. Murarka		4445885	asok251@gmail.com	1100000	12,00,000
7	Jun Chiyabari Tea Garden Pvt. Ltd.	Mr. Bachan Gyawali	9801020260	5527370	bachan@nbe.com.np	220000	2,20,000
8	Kanchanjanga Tea Estate P. Ltd.	Mr. Deepak Baskota	9801013022	4469503	organic@wlink.com.np	35000	38,000
9	Kuwapani Tea Plantation Pvt. Ltd.	Mr. Sushil Rijal	9852020259	4415638	kuwapanitea@ntc.net.np	12000	15,000
10	Mist Valley Tea Industry Pvt. Ltd.	Mr. Suresh Limbu	9852670287	023-694488	mvtea@yahoo.com	85000	95,000
11	Muga Tea Estate P. Ltd	Mr. Ajit N C Thapa	9851064656		thapa.ajit@gmail.com	--	--
12	Nepal Small Tea Producers P. Ltd	Mr. Sumesh Agrawal	027540207	4434577	Tea@accord-int.com.in	250000	250,000
13	Nepal Tea Development Corpo. Ltd.	Mr. Subhash C. Sanghai	9851020529	4220916	ntdc@trivenionline.com	400000	450,000
14	North Nepal Tea Estate Pvt. Ltd.	Mr. Sudhir Mittal		4220172	miltco@wlink.com.np	7000	11,000
15	Pathivara Tea Estate P. Ltd	Mr. Shiva k. yonga		9816980563		3000	6,000
16	Sagarmatha Tea Estate Pvt. Ltd	Mr. Umesh Shrestha			info@las.com.np	--	--
17	Sakhejung Hill Range Tea Prod. Ind. Pvt. Ltd	Chandra Bd Basnet/ Sumyash Agrawal		977 27207	tea@accord-int.com.in	85000	95000
18	Sandukphu Tea Processors P. Ltd.	Mrs. Twistina Subba	9841542522	5000184	tea@teadirect.org	5000	5,500
19	Senchelengma Tea Estate P. Ltd.	Mr. Sunil Kumar Rai	9851001936	5535208	teasector@yahoo.com	--	--
20	Shree Antu Tea Industries P. Ltd.	Mr. Atal Man Rai	9841929560	5547830	shreeantu@gmail.com	120000	120,000
21	Siddhi Binayak Tea Industries P. Ltd.	Mr. Pradip K Agarwal	9852672493	027-540423	siddhibinayak.ti@gmail.com	250000	250,000
22	Siddha Devi Tea Estate P. Ltd	Mr. Hum Nath Koirala	9851021189		hnkoirala@gmail.com	--	10,000
23	Nava Arya Tea P. Ltd.	Mr. Gyanendra Gurung	9851029055		nepalt@gmail.cpm	7000	11,000
24	Tham Danda Silichung Krishi Sahakari	Mr. Ganesh Rai	9851098111			--	---

STAN Members

SN	COMPANY	DISTRICT	CONTACT PERSON	CONTACT NO	STATUS
1	Matribhumi Tea Estate Pvt Ltd	Dhankuta	Narayan Prasad Rai	9805343609	narayan.raai37@yahoo.com
2	Panchakanya Chiya Udhog	Dhankuta	Mr. Bhim Bahadur Limbu	9852050727	limbubhim161@gmail.com
3	Ramche Organic Chiya Utpadan Sahakari Ltd	Dhankuta	Mrs Yogmaya Poudel Chettri	9810588470	Email Address: N/A
4	Chahana Hatte Chiya Udhog	Ilam East	Narendra Pd Koirala	9844631522	Email Address: N/A
5	Dajubhai Hatte Chiya Udhog	Ilam East	Suryamani Paudel	9842744737	N/A
6	Deurali Organic Chiya Udhog	Ilam East	Tikaram Adhikari	9844613435	Email Address: N/A
7	Divine Tea Industry	Ilam East	Dillip Ijam	9807328656	STAN
8	Horizon Bardu Valley	Ilam East	Buddha Tamang	9852674930	STAN
9	Kattebung Green Tea Pvt Ltd	Ilam East	Subash Rai	9803065938	suabasrai421@gmail.com
10	Krishna Gopal Tea Industry	Ilam East	Gopal Kattel	9844655951	gopalkattel8@gmail.com
11	Loksham Chiya Udhog	Ilam East	Raju Subba	9814927384	subbars@yahoo.com
12	Lumbini Chiya Udhog	Ilam East	Sujan Nepal	9842635697	
13	Mountain Organic Tea Industry	Ilam East	Ganesh Rashik	9851101924	STAN
14	Nawa Arya Tara Tea Pvt Ltd	Ilam East	Gyanendra Gurung	9851029055	nepalt@gmail.com
15	New Sagarmatha Tea Industry	Ilam East	Madan Pradhan	9842748164	Email Address: N/A
16	Oasis Tea Industry	Ilam East	Jyoti Adhikari	9852680272	jyotiadhi@yahoo.com
17	Sagarmath Chiya Prasodhan Udhog	Ilam East	Gyani Limbu	9842686228	N/A
18	Sharada Tea Estate	Ilam East	Gabirsan Jabegu	9741055784	Email Address: N/A
19	Suryodoya Organic Chiya Udhog	Ilam East	Kamal Poudel	9842636599	suryodayatea@gmail.com
20	Trishakti Pathivara Chiya Udhog	Ilam East	Masheshkanta Aryal	9842635772	aryalmahesh11@gmail.com
21	Ajambare Himchuli Chiya Udhog	Ilam West	Samir Pakhrin	9842718838	
22	Ambote Hatte Chiya Udhog	Ilam West	Hiralal Magar	9844656519	STAN
23	Biraj Orthodox Tea Industry	Ilam West	Lilaraj Regmi	9852685233	Email Address: N/A
24	Green Hill Orthodox Tea Industry	Ilam West	Tanka Dahal	9852634751	tanka.dahal31@yahoo.com
25	Hattidhunga Organic Tea Industry	Ilam West	Ganga Kumar Khatri	9742616198	Email Address: N/A
26	Ilam Star Chiya Udhog	Ilam West	Hari Prasad Koirala	9824047183	Email Address: N/A
27	Jasbire Tea Prosodhan	Ilam West	Sharad Subba	9852681846	jasbiretea@gmail.com
28	Kanchanjunga Organic Tea Industry	Ilam West	Milan Kumari Khatri	9842738247	Sakhejungtea2100@gmail.com
29	Laligurash Hatte Chiya Udhog	Ilam West	Megh Bdr Bista	9842673644	bistamegh016@gmail.com
30	Light Hill Orthodox Chiya Udhog	Ilam West	Mohan Dahal	9823735854	STAN
31	Maipokhari Tea Industry	Ilam West	Man Kumar Mukhiya	9842646046	STAN
32	Mangmalung Chiya Bagan Ltd	Ilam West	Kedar Lamichhane	9852047508	lamichhanekeadar1@gmail.com
33	Mirmire Organic Tea Processing	Ilam West	Mitra Lal Sapkota	9742648148	
34	Panidhap Chiya Prasodhan Udhog	Ilam West	Yuddha Bahadur Poudel	9807920418	Email Address: N/A
35	Pathivara Organic Tea Industry	Ilam West	Motiram Dahal	9852681204	manojdahal1112@gmail.com
36	Rasmina Chiya Udhog	Ilam West			
37	Sandakfu Tea Producers Pvt Ltd	Ilam West	Chandra Bhusan Subba	9851079978	bhush50@hotmail.com
38	Deb Tea Processors	Ilam East	Rabin Rai	9842740470	
39	Jhulke Gham Laghu Chiya Udhog	Ilam East	Kajiman Kagate	9852681679	STAN
40	Krishna Green Tea Udhog	Jhapa			
41	Aroma Nepal Tea Insudtries Pvt Ltd.	Panchthar	Raju Sherma Limbu	9851034216	STAN
42	Keshari Tea Estate	Panchthar	Aindra Angbo	9851069809	STAN
43	Lekali Organic Chiya Udhog	Panchthar	Karuna Rai	9860496855	lekaligreentea@gmail.com
44	Baneshwor Chiya Udhog	Sankhuwasabha	Bhim Prasad Bhattarai	9842106737	
45	Bokredanda Orthodox Chiya Udhog	Terhathum	Rudra Khanal	9842413258	STAN
46	Kulkule Sana Chiya Kisan Sahakari	Terhathum	Bishnu Kumar Singh	9842330135	

HIMCOOP Members

Everest Tea Estate Pvt. Ltd.	Gorkha Tea Estate Pvt. Ltd.
Himalayan Shangri-La Tea Producers Pvt. Ltd. (ISO 22000:2005, CoC & Organic certified)	Himalayan Range Tea Industries Pvt. Ltd.
Ilam Chiyabari Pvt. Ltd.	Ilam Tea Producers Pvt. Ltd.
Jun Chiyabari Pvt. Ltd.(Organic certified)	Kanchanjanga Tea Estate Pvt. Ltd. (Organic certified)
Kuwapani Tea Plantation Pvt. Ltd.	Mai-Tea Company Pvt. Ltd.
Mist Valley Tea Industry Pvt. Ltd.	Nava Arya Tara Tea Pvt. Ltd.
Nepal Small Tea Producers Ltd.	Nepal Tea Development Corporation Ltd.
North Nepal Tea Estate Pvt. Ltd.	Sagarmatha Tea Estate Pvt. Ltd.
Sakhejung Hill Range Tea Processing Industry Pvt. Ltd.	Sandakphu Tea Processors Pvt. Ltd.
Shree Antu Tea Industries Pvt. Ltd.	Siddhi Binayak Tea Industries Pvt. Ltd.

NTPA Members

क्र.सं.	प्रतिष्ठानको नाम	उद्योगीको नाम	सम्पर्क नं.
1	मित्तल टी इस्टेट प्रा.लि.	सुरेश कुमार मित्तल	9852671171
2	कुवाडी देवि टी इस्टेट प्रा.लि.	सुरेश कुमार मित्तल	9852671171
3	पराजुलि टी इण्डस्ट्रिज प्रा.लि.	चण्डी प्रसाद पराजुलि	9852671009
4	जगदम्बा टी प्रोसेसिङ्ग प्रा.लि.	भक्त प्रसाद अधिकारी	9852671065
5	कालिका टी इस्टेट प्रा.लि.	विनय गोयल	9807996378
6	डाँफे टी प्रोसेसिङ्ग प्रा.लि.	विनय पोखरेल	9852677114
7	खुशुवु टी इस्टेट प्रा.लि.	जे. पि. शर्मा	9852672232
8	नेचर हिमालयन टी इण्डस्ट्रिज प्रा.लि.	नितेश बर्मा	9852671093
9	तिरुपति टी इण्डस्ट्रिज प्रा.लि.	हरी गिरी	9852672202
10	राकुरा टी इण्डस्ट्रिज प्रा.लि.	राम कुमार राठी	9802700321
11	क्लासिक तराई टी इण्डस्ट्रिज प्रा.लि.	रमेश पौडेल	9842641116
12	चन्द्रगढी टी इस्टेट प्रा.लि.	संजय पोखरेल	9852671544
13	रारा चिया प्रशोधन उद्योग	उदिम न्यौपाने	9802097999
14	बुडाबारी टी प्रोसेसिङ्ग प्रा.लि.	हरी गिरी	9852672202
15	मोर्डन टी इण्डस्ट्रिज प्रा.लि.	गोविन्द सरिया	9851020985
16	गिरीबन्धु टी इस्टेट प्रा.लि.	छत्र बहादुर गिरी	9852672005
17	महालक्ष्मी टी प्रोसेसिङ्ग प्रा.लि.	छत्र प्रसाद अधिकारी	9852671021
18	वैभव टी इस्टेट प्रा.लि.	प्रदिप मित्तल	9852673193
19	स्टार टी इण्डस्ट्रिज प्रा.लि.	शिव कुमार गुप्ता	9852671175
20	सम्शेर एण्ड गंगादेवी टी कं. प्रा.लि.	छत्र बहादुर गिरी	9852672005
21	राज टी इस्टेट प्रा.लि.	यम बहादुर लिम्बु	9801401323
22	सतिघट्टा टी इस्टेट प्रा.लि.	रमेश पराजुलि	9852671199
23	हल्दीबारी टी प्रोसेसिङ्ग प्रा.लि.	सुभाष संघाई	9851020529
24	कन्काई टी प्रोसेसिङ्ग इण्डस्ट्रिज	फिसन लाल सरिया	9816029360
25	बुधकरण एण्ड सन्स टी कं. प्रा.लि.	राजेन्द्र कुमार सिंह	9752604128
26	कामाक्षा देवी टी इण्डस्ट्रिज प्रा.लि.	शुक्र बहादुर बाहाल	9852671361



टोकला चिया

आफ्नै बगानको ताजा चिया



1863, the year the first tea plantation was commenced by the then **Governer General of Eastern Nepal, Gajaraj Singh Thapa**. The dawn of a new beginning for the development of the Tea industry in Nepal. The first tea estates, **Ilam Tea Estate** and **Soktim Tea Estate** belongs to the **Nepal Tea Development Cooperation Ltd** which is now under **Triveni Group**.



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