

# INDIAN TEA ASSOCIATION



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Circular No. 1/2015-16

13<sup>th</sup> April, 2015

**TO : ALL TEA COMPANIES**

## Report on Interactive Session on 8<sup>th</sup> April 2015

This is to apprise members that the India Tea Trade Dinner 2015 was held on 8<sup>th</sup> April, 2015. This year's event saw record participation of 340 persons. The ITA thanks all member companies who sent in their nominations for this event.

As a prelude to this event, the ITA on the advice of the ITTD Committee organized an Interactive Session on 8<sup>th</sup> April, 2015 at the Oberoi Grand, Kolkata. The Session covered three Theme Presentations under the guidance of Industry experts as follows :

	Theme	Presenter/Panelists
1.	Integrated Pest Management (IPM)	1. Mr A.N. Singh – Moderator 2. Dr N. Muraleedharan – Theme Presenter
2.	Water Management (Drip Irrigation, Rainwater Harvesting)	1. Ms Nayantara Palchoudhuri - Moderator 2. Mr C.L.N Rao – Theme Presenter 3. Mr Rathin Chatterjee - Panelist
3.	Potential For Alternative Crops / Activity In Tea Estates	1. Mr Deepak Atal - Moderator 2. Mt Prabir Banerjea – Theme Presenter

Mr A.K. Bhargava, Chairman ITA / ITTD Committee delivered the Welcome Address outlining the importance of the Themes chosen for the Theme Sessions.

The summary of the Theme Sessions is detailed as follows :

### **INTEGRATED PEST MANAGEMENT (IPM)**

- Integrated Pest Management (IPM) is a system that marshals available pest management techniques and methods to keep the pest population below the Economic Injury Level.
- The components of IPM include cultural practices, host plant resistance, physical control – manual removal, use of attractant traps, biological control – use of botanical pesticides and inorganic compounds and the judicious application of synthetic pesticides.
- Monitoring of the occurrence of pests is the cornerstone of IPM.
- For every major pest, different strategies of management are required.
- Insect pests with their numerical abundance, high reproductive potential, effective communication systems and adaptive capabilities will continue to pose challenges to agriculture and human health. Chemicals alone will not be able to control them and for their successful management, Adoption of multipronged strategy of IPM strategies is required.

## **WATER MANAGEMENT : DRIP IRRIGATION**

- Different Irrigation methods and technologies are– Flood, Pivot, Dragline, Surface & Sub Surface Drip Irrigation
- The efficiency level of Drip Irrigation is highest among all other methods – Efficiency is almost 90%.
- The goal is to irrigate the plant and not the soil.
- Drip Irrigation is essential because of growing incidence of drought and decreasing yields from non irrigated tea fields.
- Drip Irrigation allows for fertigation and schedules precisely delivering plant nutrients via irrigation system in the crop root zone.

## **POTENTIAL FOR ALTERNATIVE CROPS/ACTIVITY IN TEA ESTATES**

- **Assam** – State Government permits use of 5% of the total land holdings in the tea estate to pursue multi-crop cultivation. However this is currently on case to case basis based on DPRs routed through appropriate District authorities.
- **West Bengal** - State Government permits use of 3% of the total land holdings in the tea estate to pursue multi-crop cultivation.
- Rationale for Alternative Crops/Activity in Tea Estates are : Land value optimisation, risk mitigation due to cyclic fluctuation of tea market. Alternative activities could include Horticulture, Floriculture, Spices, Plantation crops, Fishery, Dairy.
- Advantages of multi-crop cultivation :
  - Employment generation and wealth creation for the local communities
  - Topline growth by boosting revenues and improving profitability
  - Insulate the financial health of the tea gardens from the vagaries of the cyclical fluctuations of the tea market
  - Maintaining the fragile ecological balance
- Good potential for Agri-businesses like Black Pepper, Turmeric, Ginger, Vegetables, Fruits, Assam Lemon, Arecanut, Bhut jholokia, Bamboo, Rubber, Dairy, Fishery, Floriculture, Medicinal and Aromatic Herbs etc.
- Black Pepper cultivation has been successfully undertaken in certain Tea Estates using shade tree as host for the pepper plant.
- Aquaculture/Fishery has potential.

The Session ended with a Session Summary and Vote of Thanks by Mr Azam Monem, Vice Chairman, ITA.

The Theme Presentations (PPT/PDFs) can be accessed at the ITA Website : [www.indiatea.org](http://www.indiatea.org).

**S. Patra**  
**Addl. Secretary**

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