

No.T-17014/3/2007-Plant (A)
Government of India
Ministry of Commerce & Industry
Department of Commerce

New Delhi, the 1st February, 2008

To

The Chairman
Tea Board
Kolkata

Subject: Approval for “Market Promotion Scheme” of Tea Board for implementation during the 11th Plan period.

Sir,

I am directed to convey the approval of the Government of India for implementation of “Market Promotion Scheme” by the Tea Board during the 11th Five Year Plan, subject to the following conditions : -

i) The outlay for the scheme shall not exceed Rs. 119.50 crores. The year-wise financial targets would be as indicated below :

(Rs. in crores)

Activity	2007-08	2008-09	2009-10	2010-11	2011-12	Total
Domestic Promotion	2.00	7.00	8.00	7.00	6.00	30.00
Incentive to Exporters	6.00	6.00	6.00	5.00	5.00	28.00
Overseas Promotion	6.00	6.00	6.00	5.00	5.00	28.00
Legal / Consultancy	1.50	1.50	1.00	1.00	1.00	6.00
Trade Related Activities	3.00	2.50	2.50	2.50	2.50	13.00
Publicity Material	1.00	1.00	1.00	1.00	1.00	5.00
Electronic Auction System	6.50	2.50	0.50	-	-	9.50
Total	26.00	26.50	25.00	21.50	20.50	119.50

ii) The over all monitorable target per annum for the scheme would be as under :

Year	Export in million kgs	Value realization in million US\$
2007-08	200	400
2008-09	203	416
2009-10	207	435
2010-11	210	452
2011-12	220	484
	1040	2187

iii) The components relating to opening of tea boutiques, both in India and abroad are not approved.

iv) Capital expenditure on setting up of E-auction Centers and recurring cost for 3 years only be met by the Board. Thereafter, they would function on self sustaining basis. The total cost of the project in the 11th Plan including capital expenditure and recurring cost for 3 years, to be met by Tea Board, would be Rs. 9.34 crores and the project is to be implemented in about 250 days.

v) Expenditure on setting up of tea parks and tea warehouses be met by forming Special Purpose Vehicle's (SPVs), Central Government bearing only 50% of the capital cost.

2. The overall 11th Plan outlay of the all the Plan Schemes of Tea Board should not exceed Rs. 800 crores.

3. This issues with the concurrence of the Finance Division vide their U.O. No. 224/FD/2008 dated 28th January, 2008

Yours faithfully,

(K.K. Phull)

Under Secretary to Government of India

Tel: 2306 2222

To

1. Planning Commission, (Dr. Nagesh Singh, Adviser (PAMD), Yojana Bhawan, New Delhi.

2. Planning Commission, (Smt. Renu S. Parmar, Director (Agri))Yojana Bhawan, New Delhi.
3. Planning Commission, (Ms. Sutapa Majumdar, Director), Yojana Bhavan, New Delhi
4. Department of Expenditure, (Ms. Parama Sen, Deputy Secretary- PF-II) North Block, New Delhi.
5. Department of Commerce (Shri Nirmal Singh, Economic Adviser), Udyog Bhawan, New Delhi.
6. CPAO, Ministry of Commerce & Industry, New Delhi.
7. Finance Division, Department of Commerce
8. Principal Director of Audit (Economic & Service Ministries), AGCR Building, New Delhi
9. Guard File.

Copy for information to : Sr.PPS to CS/PS to AS&FA/ Sr.PPS to AS(OPA)

(K.K. Phull)
Under Secretary to Government of India