



वाणिज्य एवं
उद्योग मंत्रालय
MINISTRY OF
COMMERCE
AND INDUSTRY



GOVERNMENT OF ASSAM
অসম চৰকাৰ



TEA BOARD OF INDIA



TOCKLAI



TEA BOARD OF ASSAM



BATIC 2024

Bi-Centenary Assam Tea International Conference

29TH - 30TH JANUARY, 2024

The World of Tea gathers at Guwahati

www.batic2024.com

Celebrating 200 years of Assam Tea



tea /ti:/

a hot drink made by infusing the dried crushed leaves of the tea plant in boiling water.

When ethereal purity is poured hot into your cups; they act as wonderful mood lifters. Tea makes its way into everyone's heart and soul with an unprecedented ooze and charm. Having a bad day at work? Just sip in a hot cup of tea and get going the whole day. The origin of this aromatic beverage is a native of China, basically an accidental discovery to cherish.

Legendary Chinese Emperor Shen Nong can be credited with the discovery of tea when tea leaves accidentally fell into his boiling water. Intrigued by the resulting infusion, he tasted it and found it to be refreshing and invigorating. Tea was popularised as a recreational drink during the Chinese Tang dynasty, and eventually, the habit of drinking tea subsequently spread to other East Asian countries. Tea consumption became fashionable among the English, who started to plant it on a large scale in British India.

Tea eventually stepped its foot beyond China's borders. It was introduced to Japan by Buddhist monks in the early 9th century and became a central element of Japanese culture, leading to the development of traditional tea ceremonies.

The story of tea in India is as rich and diverse as the land itself. India's love affair with tea began centuries ago, and it has since become an integral part of our daily lives. Join us on a journey through time as we explore the history of tea in India, its connection to Assam, and its enduring impact on our culture.



March 1836, Kundal Mukh, in the Vicinity of Sadiya almost 170 years ago, shows the type of nursery that Charles Alexander Bruce would have prepared for the reception of 20,000 young China Tea plants.



Source : Pen, ink and water colour, 1999 by John Weatherstone (Tea - A Journey in Time)

Discovery of the Tea Plant in Assam -

It was in the year 1823 that Robert Bruce, a major in the Bengal Artillery serving in Assam, came to know about the existence of tea plants growing in the jungles around Sadiya, in upper Assam, a specimen different from that of the one found in China, belonging to the same family.



DID YOU KNOW?

In 1837, the first English tea garden was established at Chabua in Upper Assam; in 1840, the Assam Tea Company began the commercial production of tea in the region.



Source : British Library - Tea - A Journey in Time



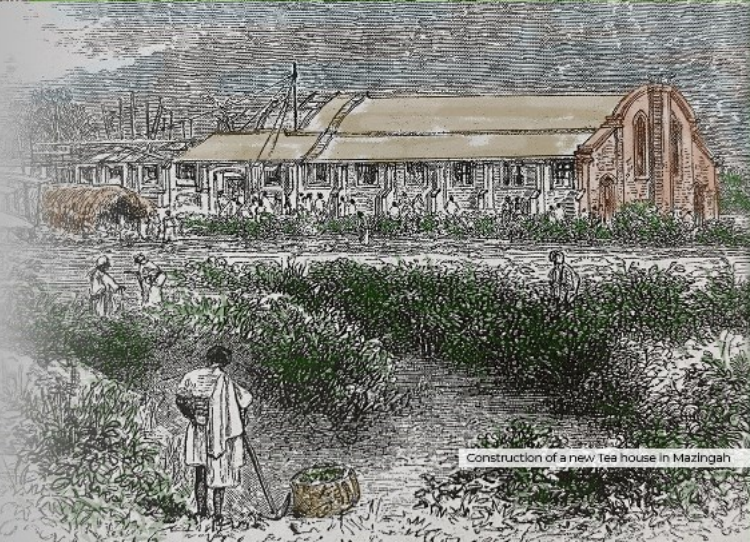
The Rise of Assam Company India Ltd.

The World's First Tea Company, The Assam Company India Ltd. formed in the year 1839 by a group of pioneers, including George J. Gordon and Maniram Dewan, who recognized the potential of tea cultivation in the fertile plains of Assam. The early plantations of the company were established in Chabua, Nazira, and DoomDooma of Upper Assam, thus making tea a preferred beverage in the state.

The Assam Company is considered to be the first British Indian tea company, to play a pioneering role in the development of the commercial tea industry in Assam.

Assam: The Land of Tea Gardens

Assam, known for its breathtaking landscapes and vibrant culture, is synonymous with tea. Its sprawling tea gardens, nestled in the Brahmaputra Valley, produce some of the finest tea leaves in the world. The lush greenery and misty mornings provide the perfect setting for the tea pluckers, whose expertise has been passed down through generations.



The Rich Heritage of Assam Tea

Tea was originally manufactured by emulating traditional hand-rolled tea that continued for several years till the time William Mckercher, the then Superintendent of Amgoorie Tea Company invented the CTC(crush, tear, curl) machine at Borbam Tea Estate in Sivasagar in 1931. This brought about a revolution in the world of tea manufacturing and tea growing in the world.

After India gained independence in 1947, the tea industry in Assam underwent further modernization and witnessed the establishment of various other tea companies.



DID YOU KNOW?

The Monabarie Tea Estate in the district of Biswanath is Asia's Largest Tea Estate, which has 1,158 hectares under tea cultivation. The tea estate is owned by McLeod Russel India Limited, a part of Williamson Magor Group.



Malty, Bold and Robust Flavor

Assam tea is more than just a beverage; it's a tradition, a journey, and a sensory experience unlike any other. As you explore the world of Assam tea, you'll discover a plethora of unique attributes that set it apart from other teas.

Assam tea is renowned for its bold, brisk, and malty flavor profile. The rich, full-bodied taste is a result of the region's unique terroir, where the combination of fertile soil, high humidity, and ideal rainfall creates the perfect conditions for tea cultivation. Every sip is a delightful burst of robustness, making it the preferred choice for those who seek a strong and invigorating cup.



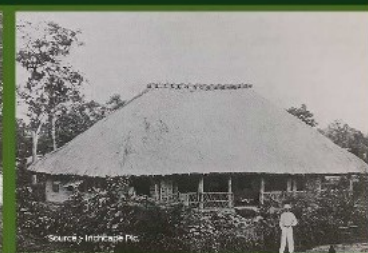
Charming Bungalows on Colonial Tea Estates

When the British established their tea plantations in the mid-19th century they quickly built comfortable bungalows designed to make life as pleasant as possible in what appeared to them as a hostile and strange land. One of the main features of these buildings has given rise to their name – **CHANG BUNGALOWS**. Chang in the local language means “**raised on stilts**” and the design served multi purposes- to keep the house cool by allowing a breeze to blow underneath and to keep both water and animals out. Originating during the British Raj in the early 19th century, tea garden bungalows in Assam are enduring symbols of the region's history. Designed to house the Burra Sahibs, British plantation managers, these bungalows blend British elegance with Assamese practicality.

These structures come in various types, from grand Burra Sahib's bungalows with sprawling lawns to more modest assistant managers' bungalows and labor line bungalows. They served as homes, administrative centers, and reminders of colonial luxury.

Today, many have been preserved and some transformed into heritage hotels, allowing guests to relive Assam's tea history with modern comforts. Still vital to tea estates, they remain centers of activity where decisions are made and guests are welcomed.

Surrounded by tea gardens and nature's tranquility, tea garden bungalows offer a serene escape from modern life. They are not just structures; they are living remnants of Assam's tea legacy, bridging the past and present and inviting us to cherish the beauty and history of Assam's tea gardens.



The First Tea Estate in Assam

The first tea estate in Assam to become well-known for its tea is the Cinnamora Tea Estate. In the year 1850, the Cinnamora tea estate first became operational. Maniram Dewan, who was an assistant commissioner's sirastadar, employed by the British administration and stationed in Jorhat, built up this tea estate.

The distance from the main city, Jorhat to the Cinnamora Tea Estate is almost 10 km by the connected road. The nearest airport is Jorhat Airport and the nearest railway station is Jorhat Railway Station, from both the airport and railway station one can take a taxi to reach the destination.



Cinnamora Tea Estate

Challenges in the Tea Industry-

When it comes to intake, tea is ranked right behind water. The 2022 FAO report states that since 1990, the output of tea (defined as "camellia sinensis" processed leaves) has increased drastically, reaching 6.5 million tonnes in 2021. Since 1990, tea consumption has likewise surged, growing by 3.5% annually to reach 6.4 million tonnes in 2021. According to the FAO, pro-capita consumption climbed by 2.5% annually over the past ten years, but unevenly among importing and producing nations: while there was a gain in the first group, there was a decrease in the second.



DID YOU KNOW?

The Indian Standard Time (IST), which is observed in India and Sri Lanka, is not observed in Assam's tea gardens. "Tea Garden Time" or "Bagantime," the local time in Assam's tea estates, is one hour earlier than IST.[8] Due to the early sunrise in this region of the country, the system was established during the British era.

Since workers in tea gardens may conserve daylight by finishing their job during the day and vice versa, the approach has largely been successful in raising worker productivity. The typical workday for tea workers in the gardens is from 9 a.m. (IST 8 a.m.) until 5 p.m. (IST 4 p.m.). It could change a little bit from garden to garden.

The Tea History Timeline (2727 BC – Present Day)

- ☛ **2727 BC** : While sipping hot water in his garden one day, the Chinese Emperor Shen Nung finds tea.
- ☛ **780** : The first book on tea, “The Ch’a Ching” by poet Lu Yu was published.
- ☛ **900** : Influenced by Chinese culture, the Japanese scholars visited China, bearing tea.
- ☛ **1191** : The Buddhist abbot “Yeisei” re-introduces tea to Japan after travels in China
- ☛ **1618** : Tea is introduced to Russia when a chest of tea is gifted by the Chinese embassy to Czar Alexis
- ☛ **1652** : Tea is introduced to England by the Dutch East India Company.
- ☛ **1716** : Tea is brought to Canada by the Hudson Bay Company.
- ☛ **1823** : Indigenous tea plants were discovered in wild forests of Upper Assam area when Singpho Beesa Gam, a tribal Chief, informed Major Robert Bruce of the presence of tea there. ‘Phalap’ is the traditional tea prepared by the Singphos for drinking.
- ☛ **1837** : A new plantation was successfully established at Chabua. It became the first commercial tea plantation in India
- ☛ **1839** : The first commercial consignment of eight chests of Indian tea out of them was sold in the Commercial Sales Rooms in Mincing Lane, London, by the East India Company.
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- ☛ **1839** : The first tea company of the world, The Assam Company was formed in London and commercial production of tea started in the state of Assam in India.
- ☛ **1842-45** : Maniram Dutta Bar Bhandar Borua Dewan, popularly known as Maniram Dewan, an Assamese nobleman, was the first Indian tea entrepreneur and commercial tea planter, and was also a martyr in India’s initial freedom struggle against the British rule. Maniram planted two tea estates on his own- one at Cinnamara in Jorhat and other at Senglung near Suffry, Sonari of Sivasagar.
- ☛ **1851** : J Thomas & Co, the oldest existing tea auctioneer, was founded originally by Mr. Robert Thomas as brokers in tea, indigo, etc.
- ☛ **1856** : Tea plantation started in Cachar in the valley of the river Barak on the south of the Barail mountain range.
- ☛ **1859** : The Jorheaut Tea Company was formed at Jorhat, Upper Assam with W. Robert as Chairman.
- ☛ **1861** : First tea auction centre in India was established at Calcutta on December 27.
- ☛ **1862** : Champta was first tea garden to be opened in Terai with the initiative of British planters.
- ☛ **1876** : The first tea garden of Dooars was established at Gazaldubi near Oodlabari in February, by Dr Brougham.



- ☛ **1876** : Gymkhana club, Jorhat, the first club of Assam, was established.
- ☛ **1881** : Indian Tea Association (ITA) was founded in Calcutta initially to promote orderly growth and collective thinking in tea, and had its offices in London and in Calcutta.
- ☛ **1911** : Tocklai Experimental Station started functioning at Tocklai Jorhat
- ☛ **1933** : Mr A. C. Tunstall of Tocklai Experimental Station developed the method of vegetative propagation of tea by single leaf inter node cutting
- ☛ **1936** : The Assam Valley Indian Planters Association was formed on October 28 at Dibrugarh, the name of which was later changed to The Assam Tea Planters' Association (ATPA).
- ☛ **1951** : The Plantations Labour Act, 1951, was enacted to provide for the welfare of labour, and to regulate the conditions of work in plantations of India.
- ☛ **1954** : Tea Board India was established with head office at Calcutta. Tea Board was set up as a statutory body on 1st April, 1954, as per Section (4) of the Tea Act, 1953 to look after the overall development of the tea industry.
- ☛ **1955** : The name of the Indian Tea Planters' Association was changed to Bharatiya Cha Parishad (BCP) with its membership confined to the Assam valley and Cachar.
- ☛ **1956** : Tea Association of India (TAI) came into existence at Calcutta.
- ☛ **1957** : Mr. I. McTear of Tocklai invented 'Rotorvane' machine
- ☛ **1964** : Tea Research Association (TRA), Calcutta, was formed to consolidate all research under it and took over the management of Tocklai Experimental Station and other stations.
- ☛ **1970** : Guwahati Tea Auction Centre was established in Assam on and the first tea auction was held at the centre on September 25.
- ☛ **1976** : Siliguri Tea Auction Centre was established on October 26.
- ☛ **1978** : The small tea growers' cultivation of tea started in Assam. The concept of 'small scale cultivation' was initiated by late Soneswar Bora, the then Minister of Agriculture and Co-operation, Government of Assam, who is known as 'Father of the Small Tea Growers' in Assam.
- ☛ **1981** : North Eastern Tea Association (NETA) was established at Golaghat on 1st July.
- ☛ **2019** : The General Assembly of the United Nations in a resolution on November 21 decided to designate May 21 as the International Tea Day. The resolution was taken in the seventy-fourth session of the United Nations on Agricultural development, food security and nutrition.
- ☛ **2023** : Assam and Indian tea celebrates the milestone year 200th year of tea since its discovery in Assam though the Singpho tribe of Assam drank tea since time immemorial.





Bi-Centenary Assam Tea International Conference

29TH - 30TH JANUARY, 2024

200 YEARS



REGISTRATION

Please fill the appropriate columns. Please use **BLOCK CAPITAL LETTERS**

Name of the Delegate/s: Mr. /Mrs. /Ms. _____

Name of the Organisation: _____

Contact Postal Address: _____

City _____ Country _____ Post Code _____

Tel (Off) _____ Cell _____ Tel (Res) _____ Fax _____

E-Mail : _____

Nature of Business: Tea Seller Tea Buyer Tea Auctioneer Machine Manufacturer
(Please tick)

FAO IGG on Tea Association Research Organization Government Agency

Any other (Please specify) _____

Please specify whether accompanied by Spouse : Yes No

(If yes, then Separate Fees Applicable)

Name of Spouse: _____

DELEGATE FEE

The delegate booking confirmation will be done on first-come-first-serve basis (as seating at the hotel is limited).

The fee includes delegate kit, conference materials, cultural program, tea, lunch, gala dinner for delegates and cultural program, tea, lunch, gala dinner for spouse.



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200
YEARS



PAYMENT INFORMATION

Delegate Registration _____ Spouse Registration _____

Total Amount INR/USD _____

CANCELLATION & REFUNDS

Cancellation must be received at the BATIC 2023 Secretariat (address mentioned below) by letter, fax, or e-mail, by the stipulated dates.

- No refunds of applicable taxes will be made.
- All refunds will be made after a period of 30 days of the conclusion of the Conference.
- Full refund, less administration charges of 15% of registration for cancellation received up to 31st Dec. 2023.
- 50% refund for cancellation received between 1st Jan - 25th Jan, 2024.

(Registration is fully transferable, if from the same organization)

PAYMENT OPTIONS

For Domestic delegate

Bank transfer through NEFT/RTGS

Bank name : IDBI Bank
Branch name : Brabourne Road Branch
Beneficiary Name : Tea Research Association
Account Number : 060102000057673
IFSC code : IBKL0000060

Bank name : Yes Bank
Branch name : Dalhousie Branch, Stephen House
Beneficiary Name : Tea Research Association
Account Number : 019094600001783
IFSC code : YESB0000190

For Overseas delegates

Bank name : IDBI Bank
Branch name : Brabourne Road Branch
Beneficiary Name : Tea Research Association
Account Number : 060102000057673
IFSC code : IBKL0000060

Early Bird upto 31st Dec 2023

Delegate Fee is Rs 7,500 plus GST 18%
Spouse Rs 5,000 plus GST 18%

1st Jan - 25th Jan, 2024

Delegate Fee is Rs 8,500 plus GST 18%
Spouse Rs 6,000 plus GST 18%

Please complete this form and e-mail to : info@tocklai.net
Support/Helpdesk : batic2023@gmail.com

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Bi-Centenary Assam Tea International Conference (BATIC 2024)

Radisson Blu, Guwahati, Assam

28th January 2024, Sunday

Registration for BATIC & 25th session FAO of United Nations ICG on Tea

29th January 2024, Monday

Inauguration of BATIC

14:00-15:00 hrs

Tea Break

15:00-15:30 hrs

Theme: - Small Tea Holder Revolution in Assam & India

15:30-18:00 hrs

- Evolution & growth of small Tea growers in India.
- The future of small tea growers in the Indian Tea Industry.
- Small tea grower Icons of India.
- Integration of small tea holders in International value chain.

Cultural Program & Gala Dinner

19:30 hrs

DAY -1

In association with





Bi-Centenary Assam Tea International Conference (BATIC 2024)

Radisson Blu, Guwahati, Assam

30th January 2024, Tuesday

DAY - 2

Theme : - Climate Change & Sustainability

09:30 – 11:30 hrs

- Effects of Climate change in the Indian Tea Sector
- Carbon trading opportunities for Indian Tea Industry
- Regenerative Agriculture in Tea
- Sustainability & Agro Forestry by the Indian tea industry

Tea Break

11:30-11:45 hrs

Theme : - Indian Tea & its new opportunities

11:45-13:30 hrs

- Emerging innovative tea sales format
- Global Trends in tea retail,consumption & wellness campaign for GenZ & GenAlpha
- Emerging new markets for Indian tea exports

Lunch & Networking

13:30-14:30 hrs

Theme : - New Technologies & Innovation in Tea

14:30-16:30 hrs

- Use of Artificial Intelligence in Tea
- Case studies on smart tea plantations in India
- Robotics & Mechanization in Tea
- Fin Tech in Tea Industry

Tea Break

16:30-16:45 hrs

Plenary Session

16:45-18:00 hrs

In association with



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