

Ailing Indian tea industry

Why in news?

\n\n

Sri Lanka is commemorating the 150th anniversary of its tea industry.

\n\n

What is its condition?

\n\n

\n

- Sri Lankan tea industry accounts for 5% of world output.

\n

- It is among the world's top five exporters of the agro-commodity.

\n

- It supports 20% of the country's population through direct and indirect employment.

\n

- The celebration in Sri Lanka draws attention to the present state of affairs in the Indian tea industry.

\n

\n\n

What are the problems in Indian tea industry?

\n\n

\n

- Tea exports from India dropped for the second consecutive year.

\n

- Tea quality has become an issue and this is reflected in depressed prices.

\n

- Big companies are exiting the industry.

\n

- Increased pressure in the wake of increased costs amid decreased earnings worries the remaining few companies.

\n

- The issues of absenteeism as well as worker migration affect the growth of the industry.

- \n
- Political shutdown in Darjeeling (amidst demand for separate land), one of the major players in the Indian Tea industry, adds to the worsening effect.
- \n
- This could result in foreign exchange losses to the country
- \n
- It could also affect the global brand equity of Darjeeling tea in the global market.
- \n

\n\n

What should be done?

\n\n

- \n
- Efforts to promote tea industry as an export-oriented industry.
- \n
- Making presence in export markets in strife-torn countries like Syria where India is absent.
- \n
- Materialising every opportunity to expose the tea industry to a world.
- \n

\n\n

\n\n

Source: The Hindu

\n

