



India Must Develop New Internationally Competitive Tea Varieties: Shri Piyush Goyal: Union Minister of Commerce and Industry Shri Piyush Goyal

Shri Piyush Goyal Urges Technology Adoption to Strengthen Quality, Traceability and Farmer Welfare in Tea Industry

Shri Piyush Goyal Calls for Sustainable Farming, Eco-Friendly Packaging and Greater Value Addition in India's Tea Sector

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Union Minister of Commerce and Industry Shri Piyush Goyal observed that while India continues to be globally recognised for iconic teas such as Darjeeling, Assam, and Nilgiri, it is important for the country to develop a wider catalogue of internationally marketable products while addressing the Sankalp Foundation's National Conference on Safe Tea Production in New Delhi today.

Shri Goyal underlined that India must move beyond its traditional strengths and focus on creating new signature blends that resonate with changing consumer tastes, emerging wellness trends, and premium lifestyle markets worldwide. He emphasised that sustainable practices, responsible labour standards, and continuous innovation are essential to maintaining high-quality tea and low MRL levels.

He urged researchers and scientists to leverage India's diverse agro-climatic strengths to develop innovative varieties and high-value products that can unlock new export opportunities. Such innovation-driven value addition, he said, would not only enhance India's global footprint but also enable farmers—particularly small growers—to secure better returns. The Minister stressed that sustained research, experimentation, and product development will be key to ensuring that Indian tea remains competitive, distinctive, and future-ready in an increasingly dynamic global tea industry.

Shri Goyal noted that India is among the world's largest tea producers and exporters, with nearly 255 million tonnes exported annually. He underscored the importance of safeguarding this key industry, which plays an integral role in India's hospitality and trade culture, and added that deliberations held during the conference would provide valuable inputs to the Ministry and the Tea Board to further strengthen the sector.

He stated that initiatives under the leadership of Prime Minister Shri Narendra Modi are focused on supporting small tea growers, workers, and allied stakeholders. He observed that tea is deeply ingrained in India's social fabric and plays a vital role in bringing families and communities together.

Shri Goyal emphasised that while the Government remains committed to improving the lives of tea growers, inputs, suggestions, and guidance from stakeholders, researchers, and industry players are invaluable in shaping effective policies. He highlighted the Government's ₹1,000-crore package aimed at supporting tea growers and workers, along with initiatives such as the *Chai Sahayog App*, which enables small growers to realise better prices for their produce.

The Minister highlighted the need for complete traceability across the tea supply chain and stressed that the integrity of Indian tea must be protected at every stage—from plucking and processing to packaging and export. He urged researchers, industry stakeholders, and young entrepreneurs to explore emerging technologies such as blockchain to enable end-to-end transparency. Such systems, he said, can record every step of the production cycle, helping identify the exact source, grade, and quality of each batch of tea, prevent mixing with lower-quality or imported varieties, and ensure that only authentic Indian blends reach consumers. Strengthened traceability, he added, would safeguard India's reputation as a global tea leader, build greater trust among international buyers, and secure better value for farmers and small growers.

Shri Goyal encouraged the wider adoption of innovative and sustainable farming practices, noting that methods such as drip irrigation can significantly improve water efficiency and overall productivity for growers. He emphasised that the future of the tea sector depends on embracing environmentally responsible approaches at every stage of cultivation and processing. The Minister also urged stakeholders to explore biodegradable and eco-friendly packaging options, stating that such measures would help the industry meet global sustainability expectations. He reiterated the need to increase the share of value-added, branded, and packaged teas in both domestic and international markets, underlining that India must move beyond commodity exports to strengthen its global presence. He assured that the Ministry and the Tea Board would extend full support for global outreach initiatives, including participation in trade fairs, international events, and buyer–seller meets.

He called on stakeholders to work collectively towards improving opportunities for children in tea-growing regions, emphasising that long-term sectoral progress must also include social development. Shri Goyal underscored the importance of skilling initiatives, mechanisation, and modern tools in helping farmers raise productivity and secure better incomes. He encouraged the adoption of technology-driven systems to forecast weather variations and pest-related risks, stating that such intelligence-based approaches are essential for supporting timely agricultural decisions and helping growers manage challenges more effectively.

The Minister suggested incorporating innovative storytelling in tea marketing by highlighting the origin, process, and uniqueness of each cup. He also urged the industry to identify state-of-the-art testing equipment to ensure the highest quality standards and assured that FSSAI, BIS, and EIC stand ready to support the establishment of world-class testing facilities across the country.

Shri Goyal emphasised that government and industry must work as a team to ensure that every cup of Indian tea represents quality, heritage, and trust. He expressed confidence that the tea sector will play a significant role in India's journey towards *Viksit Bharat 2047* during the *Amrit Kaal*.

Addressed the National Conference on #SafeTeaProduction: Policy, Compliance & Sustainable Practices, organised by @Sankala_India.

Highlighted pathways to boost tea exports, strengthen quality & testing infrastructure, and promote sustainable measures that support the growth of... pi
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— Piyush Goyal (@PiyushGoyal) November 28, 2025

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