

Performance Analysis of Tea Export In India With Special Reference To Northern And Southern Region

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Abstract- *In the world, India is the second larger in population growth next to China. Agriculture sector is the major economic growth of the country. From that one of the major economic for India from plantation crop is tea. India also securing the same status of tea production and consumption of tea in the world next to China. In India tea mostly cultivated in the northern region and southern region of the county. South region exports a tea lesser than north region. North India produces a thrice bigger than the south Indian tea production. North India produces an 80% of the total tea production in India when compare to southern region. The price of the tea leaves of north India more than the southern region tea leaves. There is a lack of quality in the southern region tea leaves. The climate change not only change the quality of the tea but also quantity of the tea production. The present study has been taken from the secondary data various reliable sources like reports, books, website and other sources. The present study covers from the 2001-02 to 2019-2020. In the study we were used descriptive statistics analysis and comparative statement. The cultivators should be granted with minimum support price for the producing of tea leaves. Tea boards should be given an awareness on producing a quality of the tea production and cultivation to tea cultivators.*

Keywords- Tea production, Tea Export Performance.

I. INTRODUCTION

After water the most widely consumed drinking product in the world is tea. In the Present world consumption of tea is increasing continuously. Tea is an agriculturally based industry. In tea industry there are several large network sectors like retailers, producers, exporters etc. Over 2.5 million peoples are directly involved in plantation of tea and seven million people were indirectly involves in plantation of tea. India is second larger in producer and fourth larger in exporter in the world next to China. Before 1991 the India tea exports increased after, 1991 India decline in the global tea export. Agriculture sector firm is the most important to the country's economy. India exports tea over globally 12% next to Sri Lanka 14%. India is a world's second larger in producer and consumer of tea accounting nearly 27% of tea production

in the world. There are so much tea producing regions in India. Most of the tea produced in India is northern and southern region. North India produces a most export of tea with 40% of total country tea export. In north India tea highly produced in states like Assam, West Bengal, Tripura, Himachal Pradesh and southern states like Tamil Nadu, Kerala, Karnataka etc. Due to increase in demand for tea, tea producing countries started exporting to non-tea producing countries in the world.

II. STATEMENT OF THE PROBLEM

Before, 2000 the south India dominates the north Indian tea exports. But after 2000 north India dominates the southern tea exports in 2001 the production in north is 650.8 million kilograms but increased in 2020 is 1050.8 million kilograms. Same also south Indian produces tea is 203.12 million kilograms. In 2020 tea produces in south region is 232 million kilograms. North India is thrice the exports of south India. In south India there is a lack of production and cultivation. Because where frequently climate has been changing in south region this affects the quality of tea and quantity of the tea production and affects the tea production and tea exports from the south region. Before globalization policy India exports the tea exports more than the after introducing of globalization policy in 1990. North Indian region dominates a south region in tea production over past 20 years. The price of the tea leaves various from the north and south region.

III. OBJECTIVES OF THE STUDY

1. To analysis comparative statement analysis of tea production in India.
2. To analysis of export performance of tea in India.

IV. RESEARCH METHODOLOGY

The present study has been taken from the secondary data for analysis of tea exports. It's taken from various sources like Website, books, various reports and journal. The analysis has been used with the help of Descriptive analysis and comparative analysis statement. India exports a major tea to

other countries is Russia, USA, UK, Egypt, China, Netherlands.

V. REVIEWS OF LITERATURE

SARAVANA KUMAR (2012),” analysed the tea prices fluctuation in south and north India. this has been used secondary data from statist. The study found that in south India there was a sustain in tea price from the year 1996 to 1999 and decreased of price level from 2000 to 2007 and gradually increased in year of 2008 to 2010. But in north India there was a sustainable increase of tea price from year of 1997 to 2000 and there was decrease of price level from year 2001 to 2007 and gradually there was increasing in the year of 2008 to 2010. The study that suggested the government must interfere to fix the fare price for the tea use and improve the economy of the small grower by financial requirement

BHOWMIK (1990),” Examined trend in exports of Indian tea. He observed that increasing domestic demand adversely affect export. The internal consumption has been increasing constantly while export of Indian tea stagnates at around 200 million kilogram per annum during the year 1989 the price ordinary tea is doubled from rupees 30 to 60. But the supplier responses to the increasing the price has been very poor there has not been much increasing production. It is found that 1/3 of the total existing bushes are uneconomic”.

MISHRA (1984),” analysed the size and efficiency of tea plantation in west Bengal. He had chosen 40 plantations in terai and deoars and randomly selected 10 from each of the four different size group. The study concluded that positive relationship existed between farm size and yield. The yield was higher in larger size and estate was not only the factor which determine the yield was the product of several other factor. The logical implication of the finding was that the productivity can be increased if the existing size is reorganised’.

NEILSON PRITCHARD and SPRIGGS. (1998),” Investigated on implementing quality and trace ability imitative among small holder tea producer in southern India analysed that the production in the Nilgiris hills of southern India is undergoing considerable change. the fall in global tea prices since 1998 add devastating impact in the Nilgiris where majority of the tea is produced by peasant formers on land holding of less than one hector. Price paid for small holder tea have declined by 47% against an average national decline of only 26% since 1998”.

Krishna (1995), “observed that production of tea in India has been increased a : an annual percentage growth of 1.5 per cent

, but the total volume of export declined . Reasons for this decline in exports were lower imports by CIS countries, Iran, Egypt and Saudi Arabia and competition from other producing countries. Sri Lanka is emerging in the world market with increasing productivity and price competition”.

Sundaram(1995),” He observed that: teat industry in India faced a crisis in 1992 when production lowered, export fell down and the price slumped. India's share in export market has been declining. Since the extensive cultivation is limited in scope, the productivity of the existing plantations has to be increased for increasing production. Most of the tea bushes in India have become uneconomic. Scientific management of small gardens, replanting the existing area, etc. is some of the measures that may be taken for improving productivity. For effective marketing, both in domestic and in international market branded products have to he introduced with strict quality control Mitra (1991) argued that the absolute yield of large farms was much higher than that of small farms due to better package of practices adopted in large farms sector in tea cultivation”.

Mishra S.R. (1984),”analysed the size and efficiency of tea plantation in West Bengal. He had chosen 40 plantations in Terai and Denars and randomly selected 10 from each of the four different size groups. The study concluded that positive relationship existed between farm size and yield. The yield was higher in large size estates and size was not only the factor which determined the yield the yield was the product of several other factors. The significant difference in productivity plantations was due to insufficient resource use in some plantations. The large area plantations enjoyed economy of scale and they achieved more advantageous specialization of plant and machineris. The logical implication of the findings was that the productivity can be increased if the existing size is reorganized”.

NCAER (1977),” conducted a study on Darjeeling tea plantation in 1977 and found that the yield per hectare had positive relation with the size of estates. The tea estates having more than 200 hectares have shown higher productivity than the all-India average and the estate less than 100 hectares had shown low productivity”.

VI. ANALYSIS AND DISCUSSION

Tea plays a major role in the economy of India. It is the leading sector in the plantation industry. India is the second largest producer of tea in the world next to China. Tea cultivation is undertaken in many parts of the country. Tea production in India is showing an increasing trend. Even the

small tea cultivators are also concentrating on the tea cultivation in large acreage.

Tea production in India (million kilograms)

Table No:1

YEAR	NORTH INDIA(MGks)	SOUTH INDIA (M.KG S)	INCREASE/ DECREASE	% VALUE
2000-2001	650.8	203.1	-447	68.70
2001-2002	631.8	206.7	-425	67.35
2002-2003	648.3	229.8	-419	64.66
2003-2004	662.2	230.8	-432	65.25
2004-2005	718.4	227.6	-491	68.38
2005-2006	729.6	226.3	-503	68.90
2006-2007	724.7	220	-504	69.61
2007-2008	733.9	246.9	-487	66.44
2008-2009	734.9	244.1	-490	66.73
2009-2010	723	243.4	-480	66.39
2010-2011	747.4	240.9	-507	67.78
2011-2012	886.9	239.4	-647	73.0
2012-2013	958.6	241.8	-717	74.0
2013-2014	965.2	240.2	-725	75.12
2014-2015	963.6	227.5	-736	76.42
2015-2016	1008	227.57	-780	77.38
2016-2017	1043.11	233.65	-867	83.12
2017-2018	1091.4	224.9	-810	74.24
2018-2019	1124.3	218.97	-906	80.60
2019-2020	1140.69	232	-908	79.64

Source: Secondary Data

The above table 1.1 it shows that the North India produced a tea in 2001 is 650 m.kgs and in 2020 is 1140 m.kgs .it has increased 450 m.kgs between 2001 and 2020.south India produced a tea in 2001 is 203 m.kgsand in 2020 is 232 m.kgs .it has increased 30 m.kgs between 2001 and 2020.The northIndia produces overall 40%of tea production in India when compare to south India.

Table No:1.2 Tea exports from India (million kilograms)

YEAR	NORTH INDIA	% SHARE	SOUTH INDIA	% SHARE	Increase/ Decrease	% Value
2000-2001	85.4	46.76	97.2	53.23	12	12
2001-2002	94.4	46.96	106.6	53.03	12	11.32
2002-2003	92.2	53.08	81.5	46.91	-11	-11.95
2003-2004	100.8	51.01	96.8	48.98	-4	-4
2004-2005	99	49.72	100.1	50.27	1	1
2005-2006	98.8	45.17	119.9	54.82	21	17.64
2006-2007	84.1	53.63	72.7	46.36	-8	-11.11
2007-2008	108.2	55.21	87.8	44.79	-21	-23.91
2008-2009	98.8	51.60	92.7	48.40	-6	-6.12
2009-2010	102.5	53.03	90.8	46.97	-12	-11.76
2010-2011	107.6	53.81	85.2	44.19	-22	-20
2011-2012	125.9	60.48	82.3	39.52	-43	-34.4
2012-2013	128.1	58.47	91	41.53	-37	-28.90
2013-2014	119.9	57.81	87.5	42.19	-32	-26.

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2014-2015	122.5	56.27	95.2	43.73	-27	-22.13
2015-2016	154.5	63.31	90.20	36.86	-64	-41.55
2016-2017	157.5	64.36	94.20	37.42	-63	-40.12
2017-2018	154.62	60.38	101.44	39.15	-53	-34.44
2018-2019	152.35	60.33	99.80	39.52	-53	-34.68
2019-2020	124.5	59.22	85.21	40.63	-39	-31.45
MEAN	115.5	51.95	92.45	51.9	25.6	20.85
S.D	23.84	5.51	10.18	5.39	25.26	17.95
C.V	109.47	-21.95	128.04	421.19	22.60	-340.83
CAGR	0.03	0.01	-0.069	-0.01	-1.17	2.48

SOURCE: SECONDARY DATA

Table no 1.2 it examined India exported about 182.6 MGks which is 21.39 percent of overall tea production in India by the year 2001. It has increased to 209 M. Kgs in the year 2020 which is 15.27 percent of the total tea production of India. Fall in India's tea export over the years may be due to continuous increase in domestic consumption of tea. The contribution of South India in the total export of tea was high in the beginning of the century when compared to North India.

VII. FINDINGS OF THE STUDY

1. From this analysis it was found that tea consuming Is increasing in present world.
2. From this analysis it was found that most of the tea producing in India is a northern region.
3. In this analysis it's found that north India export tea more than south region.
4. From this analysis, south region affects from lack of cultivators and climate changing.

5. In this analysis it was found that new technical method to produce tea in south region for its climate changing.
6. In this analysis it was found that Government should fix a fair price for tea.

VIII. SUGGESTIONS OF THE STUDY

1. India is the one of the leading producers of tea in the world next to China. Effort should be made to increase the production in India. Because tea is the leading sector in plantation crop providing the largest contributing national GDP to nation and provide the largest employment.
2. The major issue facing the south is lack of cultivable land because the cultivable lands are converted into land and buildings. The government should take necessary step to increase the cultivable lands.
3. There is a chance to increase the export from the south India when they fix a fair price for south tea leaves. Because north India tea leaves price is more than the south region tea leaves.

IX. CONCLUSION

One of the leading drinks that is liquid intended for human consumption next to water is tea. Almost all the countries of the world are concentrating in tea cultivation. All the nations are encouraging the tea cultivators to cultivate more tea producing in their region. Tea plantation crop is ecologically friend to prevent from the soil erosion and pollution. The importance of tea is being realized by all the people and the countries now -a - days. Even small counties are also increasing the area under tea cultivation in the world. In the world Asian countries are the leading tea producing and consumption of tea. There are chances for increasing the production of tea in India also. The potentiality of the sector should be properly utilized to make India a hub in tea production and export in the world. Because agriculture-based industry is one of the major economic generated incomes for countries growth. Efforts are needed on the part of Tea Board of India and the Governments in this regard.

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