

Success story of an organic tea grower group of Dibrugarh: Prithvi group – a SHG of Tingkhong involved in organic tea production

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INTRODUCTION:

Normal handmade tea is very cheap and is sold at Rs. 150.00 to Rs. 200.00 per kg. However, rate of organic tea in local and international market is quite high. Although, many tea growers or other agencies frequently demand that are producing the product through organic way, but in most cases they fail to fulfill the customer's demand up to expectation. Production of handmade organic tea requires dedication, technical skill and above all is the patience and incessant efforts. This story tells about the success of a tea grower group who are incessantly working in quality organic tea production and marketing.

KVK-INTERVENTION:

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OneCert Asia
Agri Certification Private Limited

16/12/2013
KVK
Dibrugarh

Ref. No. OCA/KVK- Assam/2013-14/1350

Date: December 6, 2013

To,
The Programme Coordinator
KVK, Dibrugarh, Assam

Subject: Organic Certification of Small Tea Growers

Dear Sir,

This is in reference to your letter dated 16/7/2013, we have accepted to provide the certification services to the Dibrugarh District and we have already inspected the fields of 'Prithvi Small Tea Grower Unit'.

With Regards

Yours Sincerely



Dheeraj Sharma
(Sr. Executive HR & Admin.)

OneCert Asia Agri Certification Private Limited (I.S. Mahasarakham Industrial Area, Chonburi, Thailand) 202200, Bangkok, India
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Head Office: OneCert Inc. Limited, 1611, 1612, 1613, 1614, 1615, 1616, 1617, 1618, 1619, 1620, 1621, 1622, 1623, 1624, 1625, 1626, 1627, 1628, 1629, 1630



Ten (10) numbers of small tea growers of Tingkhong area of Dibrugarh had been showing interest in organic tea production for last few years and approached KVK to guide them in this regard in 2012-13. Previously before coming in contact with KVK they were using cowdung, neem leaves, cow and goat urine etc besides some chemical fertilizer too in judicious way. These people were already producing quality handmade orthodox tea. Seeing their interest a group (SHG) comprising of 11 tea growers were formed and trainings were given to them from KVK along with necessary guidance, plant protection measures, nutrient management aspects and other corrective measures to be adopted in their garden by them. After getting training they started to use other bioorganic inputs like vermicompost, supercompost, Azotobacter, PSB, Trichoderma etc in their field. There after they started producing handmade orthodox black and handmade green tea. Few months later they were linked by KVK-Dibrugarh with one certified company namely “One Cert Asia” for certification of the products. As per their protocol, samples were first sent

to the Tocklai Tea Research Station, Jorhat (TRA, Jorhat) on request through KVK for analysis of pesticide residue. Samples were passed in pesticide residue analysis test. The experts from the company visited their field and satisfied with sorts of measures they were applying. Seeing their progress the company



agreed to provide certification for this group for the first year. By 2016-17, 3 years have been completed and now the group is producing and selling handmade “ORGANIC BLACK” and “ORGANIC GREEN” tea under the certification no ORG/SC/1312/001 631 A.

IMPACT OF THE KVK INTERVENTION:

Prithvi group is now supplying teas to many parts of the country. At present they are selling @ Rs 1500.00-2000.00/ kg for organic black tea and Rs. 2000.00-2500.00/ kg of organic green tea and thus earning has increased by 10-15 times. Previously they were selling handmade tea only @ Rs. 200.00-250.00/ kg only. Seeing their success other persons from nearby area were also attracted to them.

HORIZONTAL EXPANSION:

Now this group is expanding day by day by incorporation of few new members. As per the last report of December, 2016 it was known that now this group has 30 numbers of members. The members of the group are also participating in various exhibitions of the district, state Assam and other states of the country. They have taken handsome training under many renowned institution including Assam Agricultural University, TRA, Tea Board etc. We feel great pleasure when farmers can do some wonder by adopting good technological interventions. Now Prithvi group is ideal to many small tea growers of the district.
