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HYPOTHESES

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RESULTS & DISCUSSION

FINDINGS

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TEA INDUSTRY IN INDIA: STATE WISE ANALYSIS

DR. R. SIVANESAN ASST. PROFESSOR ST.JEROME'S COLLEGE OF ARTS & SCIENCE ANANDHANADARKUDY

ABSTRACT

The discovery of indigenous tea in Assam in 1823 led to the origin of the tea industry in India. However, the Kolkata Agricultural Society differs from the above opinion. It has consistently held that in the early 1700's, the ships of the East India Company frequently brought the tea plants in the country by way of curiosity. Col. Kyol, a resident of Kolkata and a famous botanist, saw tea plants growing in his garden in 1780. This information was sent to Sir Joseph Bank and in 1782 his garden as handed over to Botanical Garden of Kolkata. In 1788, Sir Joseph Bank recorded the existence of indigenous tea growing wild in Coochbehar and Rangpur districts of Bengal and suggested the cultivation of this plant. The wild teas of Coochbehar confirmed the first discovery of indigenous tea in India.

KEYWORDS

Tea, Industry, Tea Yield, Production, Marketing.

INTRODUCTION

he discovery of indigenous tea in Assam in 1823 led to the origin of the tea industry in India. However, the Kolkata Agricultural Society differs from the above opinion. It has consistently held that in the early 1700's, the ships of the East India Company frequently brought the tea plants in the country by way of curiosity. Col. Kyol, a resident of Kolkata and a famous botanist, saw tea plants growing in his garden in 1780. This information was sent to Sir Joseph Bank and in 1782 his garden as handed over to Botanical Garden of Kolkata. In 1788, Sir Joseph Bank recorded the existence of indigenous tea growing wild in Coochbehar and Rangpur districts of Bengal and suggested the cultivation of this plant. The wild teas of Coochbehar confirmed the first discovery of indigenous tea in India. The birth of Indian tea industry was marked by the discovery of indigenous tea plant in Assam in 1823 by Robert Bush. This received momentum when the East India Company in 1833 lost the tea trading monopoly in China. In 1835, a scientific deputation was sent to Assam to report on prospects of the tea industry and the team saw tea plants in many parts in the hills between Assam and Burma. In 1836, C.A. Bruce was made the superintendent of Tea Forests. Among others, he formed the Bengal Tea Company at Kolkata with the objective of purchasing the produce from the East India Company's tea plantations in India. A similar company was also established in the same year in London with the same objectives.

In 1839 the first consignment of tea from India (eight chests) was shipped to London and it was auctioned at a price ranging from six to thirty four shillings per pound. In 1840, two thirds of experimental teas were handed over to new company. In 1852, the first tea company in India paid its final dividends. The second limited company in 1859 was formed in Assam called Jorhat Company. During 1862-67, tea cultivation started in Chittagong and Chotta Nagpur. Ultimately tea cultivation was commissioned in many districts in India wherever there was some hope of a success. Within a few months, India along with Sri Lanka dominated the world tea trade/ market.

IMPORTANCE OF TEA INDUSTRY

The importance of the tea industry in the nation's economy and its role in our planned economic development has been widely recognized. Except the public utility services like the Railways, it is the largest organized industry which comprises more than a million workers employed both in plantation and manufacturing industry. Till recently tea had been the largest foreign exchange earner for India but for the last few years' jute has taken the first place and tea remains as the second largest foreign exchange earner.

OBJECTIVES OF THE STUDY

The objectives of the study are stated as follows

- 1. To analyse the state wise tea cultivation area in India.
- 2. To analyse the state wise tea production of tea in India.
- 3. To analyse the state wise yield of tea in India.

HYPOTHESIS OF THE STUDY

The following are the important objectives framed by the researcher.

Ho_{1:} Average yield of Tea in Tamilnadu and Kerala are significantly same.

 $\mbox{Ho}_2\mbox{:}$ Average yield of Tea in Tamilnadu and Karnataka are significantly same.

Ho₃: Average yield of Tea in Tamilnadu and Assam are significantly same.

Ho₄: Average yield of Tea in Tamilnadu and West Bengal are significantly same.

PERIOD OF THE STUDY

The present study covers the periods ten years from 1998 to 2007.

FRAME WORK OF ANALYSIS

The collected data are processed with the help of appropriate statistical tools like correlation analysis, t test analysis, paired sample test and hypothesis in order to fulfill the objectives of the study.

ANALYSIS OF THE STUDY

This part is analyses the state-wise tea cultivation area, production and yield for different states in India. Assam, West Bengal, Tripura, Himachal Pradesh, Tamilnadu, Kerala and Karnataka are the important states of tea cultivation in India.

STATE-WISE TEA CULTIVATION AREA IN INDIA

The following Table 1 shows the state wise tea cultivation area in India.

TABLE 1: STATE-WISE TEA CULTIVATION AREA IN INDIA (in hectares)

	TABLE 1. STATE-WISE TEA COLITIVATION AREA IN INDIA (III HECtales)													
Year	Tamilnadu	Kerala	Karnataka	South India	Assam	West Bengal	Others	North India	All India					
1998	63,543	37596	7888	109027	259865	97556	07579	365000	474027					
1999	69,103	38845	4798	112746	258455	99967	19032	377454	490200					
2000	74,398	36940	2122	113460	266512	107479	16915	390906	504366					
2001	75,625	36940	2128	114657	269154	110820	15139	395113	509770					
2002	75,619	36967	2128	113314	270683	113113	15830	399626	511940					
2003	75,619	36967	2128	114714	271589	113351	19944	404884	519598					
2004	75,978	37107	2128	115213	271768	114003	20419	406190	521403					
2005	80,939	36772	2112	119823	300502	114525	20761	435788	555611					
2006	81,276	36236	2137	119649	311822	114788	20761	447371	567020					
2007	80,462	37137	2141	119740	321319	115095	22304	458718	578458					

Source: Statistical Report of Tea Board

It is clear from Table 1 Assam stands first as for as tea production area is concerned. The area under tea cultivation in Assam is 259865 hectares in 1998 and it increased to 321319 hectares in 2007. West Bengal stands second with 99967 hectares in 1998 and it increased to 115095 hectares in 2007. Tamilnadu stands third with 63543 hectares in 1998 and it increased to 80462 hectares in 2007. Kerala got fourth place with 37596 hectares in 1998 and it decreased to 37137 hectares in 2007. Karnataka and other states are with almost same area under tea cultivation.

State-wise tea cultivation area is analysed through correlation analysis and the result of it is stated in Table 1.1 as follows:

TABLE 1.1: STATE-WISE TEA CULTIVATION AREA IN INDIA (Correlation Analysis)

	Correlatio	Correlations Marked correlations are significant at p < .05000 (N=10)											
States Means S. D. Tamilnadu Kerala Karnataka Assam W.Bengal													
Tamilnadu	75256.2	5501.01	1.000000	-0.692230	-0.881908	0.797983	0.934779	0.806454					
Kerala	37150.7	683.73	-0.692230	1.000000	0.599681	-0.536938	-0.754155	-0.217126					
Karnataka	2971.0	1920.66	-0.881908	0.599681	1.000000	-0.449310	-0.894692	-0.753725					
Assam	280166.9	22446.08	0.797983	-0.536938	-0.449310	1.000000	0.662889	0.620311					
W.Bengal	110069.7	6401.36	0.934779	-0.754155	-0.894692	0.662889	1.000000	0.712856					

It is clear from Table 1.1 that there exists high positive correlation between Karnataka and West Bengal as for as tea cultivation area in different periods. It is further analysed related to t test of independent variable to know the comparative consistency in the growth over a period of time. The result of the analysis is stated in Table 1.2 as follows:

TABLE 1.2: STATE-WISE TEA CULTIVATION AREA IN INDIA (t test Analysis)

.,,,	in the state of th													
	Test of me	Test of means against reference constant (value)												
States	Mean	S. D.	N	S. E.	Reference	t-value	df	р						
Tanilnadu	75256.2	5501.01	10	1739.573	0.00	43.2613	9	0.000000						
Kerala	37150.7	683.73	10	216.215	0.00	171.8228	9	0.000000						
Karnataka	2971.0	1920.66	10	607.367	0.00	4.8916	9	0.000858						
Assam	280166.9	22446.08	10	7098.073	0.00	39.4708	9	0.000000						
W.Bengal	110069.7	6401.36	10	2024.289	0.00	54.3745	9	0.000000						
Others	17868.4	4307.12	10	1362.032	0.00	13.1189	9	0.000000						

It is clear from the Table 1.2 that, t value is low for Kerakla and it shows that there is comparatively high consistency with respect to tea cultivation area for different periods of the study.

STATE-WISE TEA PRODUCTION IN INDIA

The following Table 2 shows the state wise tea production in India from 1998 to 2007.

TABLE 2: STATE-WISE TEA PRODUCTION IN INDIA (m.kgs)

Year	Tamilnadu	Kerala	Karnataka	South India	Assam	West Bengal	Others	North India	All India
1970	55.557	42.764	2.848	101.169	212.027	101.197	4.124	317.348	418.517
1975	60.452	43.215	2.892	106.559	263.055	111.86	5.663	380.578	487.137
1980	74.006	53.614	3.745	131.095	300.700	133.185	4.192	438.077	569.172
1985	84.853	53.104	3.911	141.867	352.538	157.371	4.386	514.295	656.162
1990	110.576	60.665	3.991	175.232	388.181	149.753	7.172	545.106	720.338
1995	117.915	64.778	4.692	187.385	402.617	157.522	8.492	568.631	756.016
1998	132.046	65.943	5.461	203.45	467.046	193.789	9.823	670.658	874.108
1999	130.462	66.833	5.381	202.676	437.324	175.975	9.96	623.259	825.935
2000	131.812	68.947	5.407	206.166	449.219	181.536	10.001	640.756	846.922
2001	132.401	65.151	5.564	203.116	453.936	186.876	9.995	650.807	853.923
2002	128.963	59.679	5.768	194.41	432.511	189.841	9.403	631.755	826.165
2003	131.712	56.622	5.135	193.469	453.438	200.595	9.553	663.586	857.055
2004	163.056	62.416	5.620	231.092	435.649	214.541	11.994	662.184	892.97
2005	158.837	63.341	5.376	227.554	487.487	217.546	13.383	718.416	945.97
2006	163.656	59.452	5.444	228.562	502.041	237.106	14.091	753.238	981.80
2007	160.531	55.966	5.188	221.685	511.885	236.344	16.516	764.745	986.43
2008	170.500	70.300	6.100	246.900	495.338	226.258	12.304	733.900	980.80
2009	169.400	68.900	5.800	244.100	495.001	224.213	15.686	734.900	979.00
2010	170.700	66.800	5.900	243.400	489.984	221.880	11.136	723.000	966.40

Source: Statistical Report of Tea Board

It is clear from Table 2 Assam stands first as for as tea production in India is concerned. The tea production in Assam is 212.027 million kilograms in 1998 and it increased to 498.984 million kilograms in 2007. West Bengal stands second with 101.197 million kilograms in 1998 and it increased to 221.88 million kilograms in

2007. Tamilnadu stands third with 55.557 million kilograms in 1998 and it increased to 170.7 million kilograms in 2007. Kerala got fourth place with 42.764 million kilograms in 1998 and it increased to 66.8 million kilograms in 2007. Other states got fifth place with 4.124 million kilograms in 1998 and it increased to 11.136 million kilograms in 2007. Karnataka got last place with 2.848 million kilograms in 1998 and it increased to 5.9 million kilograms in 2007. State-wise tea production area is analysed through correlation analysis and the result of it is stated in Table 2.1 as follows:

TABLE 2.1: STATE-WISE TEA PRODUCTION IN INDIA (Correlation Analysis)

	Correlatio	Correlations Marked correlations are significant at p < .05000 (N=19)										
State	Means	S. D.	Tamilnadu	Kerala	Karnat.	Assam	W.Beg.	Otheres				
Tamilnadu	128.8124	37.19655	1.000000	0.779772	0.925608	0.952840	0.966504	0.915688				
Kerala	60.4468	7.99947	0.779772	1.000000	0.864362	0.801732	0.665600	0.589570				
Karnataka	4.9591	0.99400	0.925608	0.864362	1.000000	0.927419	0.892067	0.783160				
Assam	422.6304	84.92364	0.952840	0.801732	0.927419	1.000000	0.953259	0.879628				
West Bengal	185.1257	40.92111	0.966504	0.665600	0.892067	0.953259	1.000000	0.914103				
Others	9.8881	3.67238	0.915688	0.589570	0.783160	0.879628	0.914103	1.000000				

It is clear from Table 2.1 that there exists high positive correlation between Karnataka and West Bengal as for as tea production in different periods are concerned.

It is further analysed related to t test of independent variable to know the comparative consistency in the growth over a period of time. The result of the analysis is stated in Table 2.2 as follows:

TABLE 2.2: STATE-WISE TEA PRODUCTION IN INDIA (t test Analysis)

in the second many sites														
	Test of me	Test of means against reference constant (value)												
State	Mean	Mean S. D. N S. E. Reference t-value df p												
Tamilnadu	128.8124 37.19655 19 8.53347 0.00 15.09495 18 0.000000													
Kerala	60.4468 7.99947 19 1.83520 0.00 32.93740 18 0.000000													
Karnataka	4.9591	0.99400	19	0.22804	0.00	21.74674	18	0.000000						
Assam	422.6304	84.92364	19	19.48282	0.00	21.69247	18	0.000000						
West Bengal	West Bengal 185.1257 40.92111 19 9.38795 0.00 19.71951 18 0.000000													
Others	9.8881	3.67238	19	0.84250	0.00	11.73660	18	0.000000						

It is clear from the Table 2.2 that t value is low for other states and it shows that there is comparatively high consistency with respect to production for different periods of the study.

STATE-WISE AVERAGE YIELD OF TEA IN INDIA

The following Table 3 shows that state wise average yield of tea in India.

TABLE 3: STATE-WISE AVERAGE YIELD OF TEA IN INDIA (kgs per hectare)

Year	Tamilnadu	Kerala	Karnataka	South India	Assam	West Bengal	Others	North India	All India
1998	1890	1753	2366	1987	1668	1629	1296	1805	1844
1999	1888	1814	2536	1875	1692	1638	1211	1631	1685
2000	1772	1866	2548	1817	1686	1689	1209	1639	1679
2001	1751	1764	2615	1771	1685	1686	1156	1647	1675
2002	1893	1563	2741	1802	1601	1662	1152	1575	1625
2003	2203	1569	2476	2004	1601	1770	1106	1601	1690
2004	2146	1675	2641	2003	1603	1882	1189	1630	1713
2005	2022	1591	2545	1899	1622	1900	1211	1649	1703
2006	2014	1641	2547	1910	1610	2066	1152	1684	1732
2007	1995	1507	2423	1851	1593	2053	1045	1667	1705

Source: Statistical Report of Tea Board

It is clear from Table 3, Karnataka stands first as for as yield of tea in India is concerned. The yield of tea in Karnataka is 2366 kgs per hectare in 1998 and it increased to 2423 kgs per hectare in 2007. Tamilnadu stands second with 1890 kgs per hectare in 1998 and it increased to 1995 kgs per hectare in 2007. Kerala stands third with 1753 kgs per hectare in 1998 and it decreased to 1507 kgs per hectare in 2007. West Bengal stands fourth with 1629 kgs per hectare in 1998 and it increased to 2053 kgs per hectare in 2007. Hence, it overtakes Kerala in recent years. Assam got fifth place with 1668 kgs per hectare in 1998 and it decreased to 1593 kgs per hectare in 2007. Though the yield is above West Bengal in the beginning it is significantly very low in the following years and hence Assam is ranked in fifth place. Other states got the last place with 1296 kgs per hectare in 1998 and it decreased to 1045 kgs per hectare in 2007. State-wise tea yield were analysed through correlation analysis and the result of it is stated in Table 3.1 as follows:

TABLE 3.1: STATE-WISE AVERAGE YIELD OF TEA IN INDIA (Correlation Analysis)

Correlations Marked correlations are significant at p < .05000 (N=10)									
State	Means	S. D.	Tamiln.	Kerala	Karnat.	Assam	W.Beng.	Others	
Tamilnadu	1957.400	147.2565	1.000000	-0.635137	-0.127933	-0.767822	0.517890	-0.329848	
Kerala	1674.300	120.1934	-0.635137	1.000000	-0.022571	0.920997	-0.599389	0.662320	
Karnataka	2543.800	107.6505	-0.127933	-0.022571	1.000000	-0.126827	-0.146236	-0.088459	
Assam	1636.100	41.2592	-0.767822	0.920997	-0.126827	1.000000	-0.670856	0.598084	
West Bengal	1797.500	167.3893	0.517890	-0.599389	-0.146236	-0.670856	1.000000	-0.558434	
Others	1172.700	67.9968	-0.329848	0.662320	-0.088459	0.598084	-0.558434	1.000000	

It is clear from Table 3.1 that there exists high positive correlation between Karnataka and West Bengal as for as tea yield in different periods. It is further analysed related to t test of independent variable to know the comparative consistency in the growth over a period of time. The result of the analysis is stated in Table 3.2 as follows:

TABLE 3.2: STATE-WISE AVERAGE YIELD OF TEA IN INDIA (t test Analysis)

	Test of me	Test of means against reference constant (value)											
State	Mean	S. D.	N	S. E.	Reference	t-value	df	р					
Tamilnadu	1957.400	147.2565	10	46.56661	0.00	42.0344	9	0.000000					
Kerala	1674.300	120.1934	10	38.00849	0.00	44.0507	9	0.000000					
Karnataka	2543.800	107.6505	10	34.04207	0.00	74.7252	9	0.000000					
Assam	1636.100	41.2592	10	13.04731	0.00	125.3975	9	0.000000					
W.Bengal	1797.500	167.3893	10	52.93313	0.00	33.9579	9	0.000000					
Others	1172.700	67.9968	10	21.50248	0.00	54.5379	9	0.000000					

It is clear from the table that t value is low for West Bengal and it shows that there is comparatively high consistency with respect to yield for different periods of the study.

The researcher further analysed the state wise average yield of tea in India with the help of hypothesis analysis (t test). In this regard the following hypothesis are framed

Ho_{1:} Average yield of Tea in Tamilnadu and Kerala are significantly same.

Ho₂: Average yield of Tea in Tamilnadu and Karnataka are significantly same.

Ho₃: Average yield of Tea in Tamilnadu and Assam are significantly same.

Ho₄: Average yield of Tea in Tamilnadu and West Bengal are significantly same.

TABLE 3.3: STATE WISE AVERAGE YIELD OF TEA IN INDIA (Paired Sample Test)

		Paired Differ	rences	t	df	Sig. (2-tailed)			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence In	terval of the Difference			
					Lower	Upper			
Pair 1	TN - Kerala	283.10000	242.10303	76.55970	109.90992	456.29008	3.698	9	.005
Pair 2	TN - Karnataka	-586.40000	193.20755	61.09759	-724.61235	-448.18765	-9.598	9	.000
Pair 3	TN - Assam	321.30000	180.87814	57.19869	191.90758	450.69242	5.617	9	.000
Pair 4	TN - W.Bengal	159.90000	155.47522	49.16558	48.67973	271.12027	3.252	9	.010
Pair 5	TN - Others	784.70000	181.42097	57.37035	654.91926	914.48074	13.678	9	.000

Table value (t table)) at 5% level of significant = 3.25 (9 degrees of freedom)

RESULT

Since the calculated value of t is about same the hypothesis of average yield of tea in Tamilnadu and West Bengal, hence, the fourth hypothesis (Ho_4) is accepted and the average yield of tea in Tamilnadu and Kerala are somewhat significantly same hence the first hypothis (Ho_4) is also accepted. The calculated value of t is high for the remaining two hypothesis (Ho_2 and Ho_3) hence they are rejected.

PRODUCTION OF TEA IN INDIA BY DIFFERENT METHOD OF MANUFACTURERS

The following Table 4 shows the tea production in India by different methods of Manufacturers.

TABLE 4: PRODUCTION OF TEA IN INDIA BY DIFFERENT METHOD OF MANUFACTURER (Quantity in M. Kgs)

Year	North India					South India				All India				
	СТС	Orthdox	Darjeeling	Green	Total	СТС	Orthdox	Green	Total	СТС	Orthdox	Darjeeling	Green	Total
1961	118.8	115.1	10.1	29.3	273.3	3.3	76.2	1.6	81.1	122.1	191.3	10.1	30.9	354.4
1971	210.2	93.2	10.3	18.6	332.3	29.8	71.4	2.0	103.2	240.0	164.6	10.3	20.6	435.5
1981	299.3	119.3	12.2	7.0	437.8	58.2	63.8	0.6	122.6	357.5	183.1	12.2	7.6	560.4
1991	461.9	79.5	13.9	7.6	562.9	141.7	47.4	2.2	191.3	603.6	126.9	13.9	9.8	754.2
1992	485.1	65.9	12.4	7.0	570.4	125.6	33.9	2.4	161.9	610.7	99.8	12.4	9.4	732.3
1993	507.0	55.7	13.0	5.8	581.5	139.3	38.5	1.5	179.3	646.3	94.2	13.0	7.3	760.8
1994	498.8	50.8	11.1	7.3	568.0	137.0	47.4	0.5	184.9	635.8	98.2	11.1	7.8	752.9
1995	520.7	29.2	11.3	7.4	568.6	141.7	45.2	0.5	187.4	662.4	74.4	11.3	7.9	756.0
1996	542.8	36.9	10.6	7.8	598.1	138.1	43.4	0.5	182.0	680.9	80.3	10.6	8.3	780.1
1997	549.5	37.1	10.1	8.0	604.7	150.6	54.2	0.5	205.3	700.1	91.3	10.1	8.5	810.0
1998	594.1	59.5	10.3	6.8	670.7	144.1	58.8	0.5	203.4	738.2	118.3	10.3	7.3	874.1
1999	576.0	32.5	8.7	6.0	623.2	172.1	30.2	0.4	202.7	748.1	62.7	8.7	6.4	825.9
2000	590.1	35.7	9.3	5.6	640.7	170.3	35.3	0.6	206.2	760.4	71.0	9.3	6.2	846.9
2001	592.1	44.4	9.8	4.5	650.8	167.4	34.8	0.9	203.1	759.5	79.2	9.8	5.4	853.9
2002	570.4	48.4	9.2	3.8	631.8	174.7	31.1	0.9	206.7	745.1	79.5	9.2	4.7	838.5
2003	607.9	26.9	9.6	3.9	648.3	191.6	37.2	1.0	229.8	799.5	64.1	9.6	4.9	878.1
2004	617.8	28.9	10.1	5.4	662.2	196.8	32.5	1.5	230.8	814.6	61.4	10.1	6.9	893.0
2005	667.0	32.6	11.3	7.5	718.4	182.4	43.3	1.9	227.6	849.4	75.9	11.3	9.4	946.0
2006	702.1	30.8	10.9	9.4	753.2	191.3	35.5	1.8	228.6	893.4	66.3	10.9	11.2	981.8
2007	701.4	44.5	10.0	8.8	764.7	186.5	34.1	1.1	221.7	887.9	78.6	10.0	9.9	986.4

Source:www.teaboard.gov.in

It is clear from Table 4 that in North India Orthodox tea, green tea, CTC tea and Darjeeling tea are produced and in South India orthodox tea, green tea and CTC tea are produced.

FINDINGS OF THE STUDY

The following are the important findings of the study.

Tea cultivation areas in different states are differing from year to year. The correlation analysis shows high positive correlation between Karnataka and West Bengal as for as tea cultivation area in different periods and t test analysis shows the t value is low for Kerala and it shows that there is comparatively high consistency with respect to tea cultivation area for different periods of the study. Tea productions in different states are differing from year to year due to climatic conditions of the different state. The correlation analysis shows high positive correlation between Karnataka and West Bengal as for as tea production in different periods are concerned and t test analysis shows t value is low for other states and it shows that there is comparatively high consistency with respect to production for different periods of the study. Average yield of tea in different states are differing from year to year due to different climatic conditions. The correlation analysis shows high positive correlation between Karnataka and West Bengal as for as tea yield in different periods and t test analysis shows that t

value is low for West Bengal and it shows that there is comparatively high consistency with respect to yield for different periods of the study. The paired sample test shows the calculated value of t is about same the hypothesis of average yield of tea in Tamilnadu and West Bengal, hence, the fourth hypothesis (Ho₄) is accepted and the average yield of tea in Tamilnadu and Kerala are somewhat significantly same hence the first hypothis (Ho₄) is also accepted. The calculated value of t is high for the remaining two hypothesis (Ho₂ Tamilnadu and Kerala and Ho₃ Tamilnadu and Assam) hence they are rejected.

SUGGESTIONS OF THE STUDY

In order to increase the cultivation tea, Tea Board may provide various assistance to tea producing state like., Tea Plantation Development Scheme, Special Purpose Tea Fund Scheme, Quality Upgradation and Product Development Scheme, Human Resource Development Scheme, Development Grant under Research and Development Scheme, Orthodox Tea Production Subsidy Scheme and Revolving Corpus for Loan Schemes. In Tamilnadu there are lot of uncultivatable land. The Tea Board can encourage the tea cultivators to cultivate the tea plant by explaining clearly about the production and marketing activities of tea.

CONCLUSION

Tea is one of the oldest industries in India and today it enjoys the status of one of the best organized industries in the country. Although tea has been known since 2737 B.C. and consumed as a beverage for 1250 years, its cultivation in India commenced very recently. Tea is marketed and made available to the consumers in two different forms through loose and packaged. Loose tea is not subjected to any further major processing after it is purchased at auction. It is sold to the consumer rather in the same condition or in blended form. It is generally not packed in convenient sizes before it is sold. In packet tea trade, on the other hand, tea undergoes further processing and different types of tea are blended and sold to the consumers in packets of conventional sizes.

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