A STUDY ON PERCEPTIONS OF TEA GROWERS ON ORGANIC TEA CULTIVATION IN PALAMPUR TEHSIL OF DISTRICT KANGRA IN HIMACHAL PRADESH

Project Report

by

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(H-2020-01-ABM)

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CERTIFICATE-I

This is to certify that the project report titled **"A study on Perceptions of tea growers on organic tea cultivation in Palampur Tehsil of Kangra District in Himachal Pradesh"** submitted in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration (Agribusiness)** in the discipline of **Agribusiness Management** to Dr. Yashwant Singh Parmar University of Horticulture & Forestry, (Nauni) Solan (HP) - 173230 is a bonafide research work carried out by **Aakanksha Goswami (H-2020-01-ABM)** daughter of Shri Sunil Dutt Goswami under my supervision and that no part of this project report has been submitted for any other degree or diploma .

The assistance and help received during the course of this investigation have been fully acknowledged.

Place: Nauni, Solan **Dr. Rashmi Chaudhary**
Date: **Major Advisor**

CERTIFICATE-II

This is to certify that the project report titled, "**A study on Perceptions of tea growers on organic tea cultivation in Palampur Tehsil of Kangra District in Himachal Pradesh"** submitted by **Aakanksha Goswami(H-2020-01-ABM)** daughter of Shri Sunil Dutt Goswami to the Dr. Yashwant Singh Parmar University of Horticulture & Forestry, (Nauni) Solan (HP) - 173230 India in partial fulfilment of the requirements for the degree of **Master of Business Administration (Agribusiness)** in the discipline of **Agribusiness Management** has been approved by the Advisory Committee after an oral examination of the student in collaboration with an External Examiner.

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Place: Nauni, Solan ***(Aakanksha Goswami)***

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LIST OF ABBREVIATIONS

%	:	percentage
&	:	and
et al.	:	et *alli* (co-worker)
yrs.	:	years
i.e.	:	that is
acc.	:	according to
govt.	:	government
R & D	:	Research and Development
No.	:	number
SD	:	Standard Deviation
TWS	:	Total Weighted Score

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Chapter-1

INTRODUCTION

Background

Tea is a perennial, non-alcoholic beverage crop that is vital to the world. It is an employment-generating, labour-intensive, ecofriendly and sustainable agricultural product that brings in income from export for the tea-producing countries. It also supports several ancillary industries that as a result in the improvement in people's livelihoods (Hazarika, 1999). Tea also has several medicinal benefits, and is taken as a morning drink by nearly half of the world's people.

The introduction of tea cultivation in the subcontinent during the period of British rule, principally in the Assam hills of the North-East, has been extensively documented. The possibility that *Camellia sinensis* might be cultivated in British-controlled territory on the other side of the Himalayas soon occurred to some company officials, and experiments with smuggled plants and seed began as early as 1774 in the foothills North of Delhi (Dutta, 1992). Then, in 1823, a plant resembling tea was discovered growing, apparently wild, in the densely forested hills of Assam, although it took a decade to be positively identified as a robust, broad-leafed cousin of the Chinese variety and dubbed *Camellia assamica* (alternatively, *Camellia assamensis*). During the next four decades, thousands of acres of sub-tropical forest were cleared and millions of seedlings planted. Since the population of Assam was small and mostly disinterested in plantation work, indentured labour was imported from impoverished regions of the eastern Gangetic plain and the tribal belt to the South and tens of thousands of these 'tea coolies' died of overwork, malnutrition and diseases especially malaria – a tragic history of labour exploitation that has been chillingly documented (Neilsno and Pritchard, 2010). By 1930, only a tiny fraction of the Indian population had tasted tea, and more than 90 percent of the huge crop continued to be exported.

India has acquired an exalted status on the global tea map. The country is the second largest producer of tea in the world. Export of tea is around 20 per cent of domestic production. The bulk (75-80%) of tea production comes from Northern India, Assam and West Bengal being the major contributors (Kumar *et al.*,2008). Indian tea is getting more demand in the global market which paves the way for encouraging tea growing farmers for

production and earning the foreign currency (Das *et al.*,2017). What makes Indian tea stand out is the geographical indications, heavy investment in tea processing units, continuous innovation, augmented product mix and the strategic market expansion. Tea is grown in 16 Indian states out of which Assam, West Bengal, Tamil Nadu and Kerala account for about 95 per cent of the total tea production. India is the world's largest consumer and producer of black tea and has been at the forefront of the global tea industry since the nineteenth century. This could not have happened without institutions playing a pioneering role in the creation, nurturing and growth of India's tea industry (Roy,2013). The industry in India includes small and big growers along with government plantations. Small tea growers in India are economically and socially vulnerable as they are mostly marginal farmers, dalits or from tribal communities (Sharma *et al*., 2020). Many of them do not possess rights over the land they cultivate. Though the quantity of tea produced by small tea growers has increased over time, the profit accruing to them is very marginal. There areseveral reasons for this, chief among them being: low price-realization owing to poor quality and inefficient and incompetent production structures in garden, inability of small tea growers to access international markets directly, etc. (Kadavil,2022).

A survey from the year 2018 showed that 6.37 lakh hectares was the total area under tea cultivation in India. India is among the countries which are top tea consuming countries. Around 80 per cent of the tea produced in India is consumed in the country itself. Northern part of India is the biggest producer at about 83 per cent of the country's annual tea production. While the Southern part of the country contributes about 17 per cent to the nation's total produce (Asopa,2007). India exports tea to more than 25 countries globally. Russia, Iran, UAE, UK, USA, Germany and China are some of the major importers of tea from India.

The Indian tea industry is about 172 yrs. old (Samantaray and Kumar,2003). Tea has occupied an important place in India's economy for the last several decades. The market for Indian tea is changing day by day. The traditional tea industry was production oriented. But now to meet the competition, a new, market orientation is emerging (Hazarika, 2011).

The tea industry in India is being driven by the high penetration of the beverage in the country across socio-economic classes. India's healthy economic growth and the subsequent rise in the middle-class population are also proving to be catalysts for the industry's growth as the consumers are preferring premium brands. The rising demand for the packaged variety

of the beverage in both urban and rural areas due to lesser chances of adulteration, convenient storage, and their superior quality is further aiding the tea industry in India (Bacharwar *et al*., 2015). The demand for packaged varieties with natural ingredients is also witnessing a growth. The middle class is also willing to experiment more with tea blends, thus, providing an impetus for the growth of segments like fruit, herbal, and other specialty varieties. Green tea is expected to witness a robust growth in the coming years as its consumption is witnessing an increase as people become more aware of its health benefits. The industry for green tea is being driven by the urban population, supported by the increased intake of the beverage without milk in these areas. Thus, the rapid urbanization along with the rise in disposable incomes in the country is further aiding the tea industry in India.The growing popularity of cafes/lounges primarily serving variations of the beverage is expected to drive the industry in the coming years. The convenience of its distribution channels like local 'kirana' stores and supermarkets, along with the growing online channel, will also aid the industry growth. With busier lifestyles and a growing workforce, the RTD segment has the potential to witness a healthy increase as consumers seek more convenient foods and beverages (Damodaran, 1997). The industry will also be driven by the increasing innovation in packaging and flavors in the coming years. The rural sector presents another segment for the expansion of the industry. More than one million workers are directly employed in the tea plantation and manufacturing industries, and the tea industry ranked third among foreign exchange sources. There was a substantial increase in yield due to the biological innovations (Misra, 1986).

Government Initiatives

The Govt. of India has taken certain initiatives to help the Indian exporters market their teas in overseas market on a substantial basis. The Tea Board of India has started a scheme- Promotion for packaged tea of Indian origin. This scheme provides assistance in the promotional campaigns and up to 25% of cost reimbursement, provides with display in international department stores, product literature and helps in website development and there isan inspection charges reimbursement of up to 25% of the charges.

Another scheme Tea Development and Promotion Scheme has been started in order to offer financial assistance to the growers and improve the competence of the tea industry. The Tea Development & Promotion Scheme (TDPS) was launched by the Tea Board of India in the year 2021.The areas which are covered under TDPS are - Plantation Development,

Quality Upgradation and Product Diversification, Domestic and International Market Promotion (Das *et al*., 1994), Research and Development, Human Resource Development, National Programme for Tea Regulation and Establishment Expenses.

The Tea Board has almost done put an end to subsidizing the exporters participation in overseas exhibitions. This proved to be a very important component in order to locate new markets and buyers for Indian teas and should be evoked to promote the exports. This can help the government to enhance the foreign exchange earnings (Ghosal,2022).

The Tea Board of India is providing loans and subsidies to the growers under several schemes such a-Plantation Development Scheme, Tea Processing and Packaging Scheme, New Area Development Scheme and Small Grower Development Scheme (Mann, 2003).

One more initiative of retailing the premium teas through the specialized “Tea Boutiques” has been taken which is financially supported by the Tea Board of India.

Tea Industry in Himachal Pradesh

Tea was first planted in Kangra, Himachal Pradesh by the Britishers, Colossal tea gardens now cover the mild prominence of the hills in and around Dharamshala and Palampur. Some of the tea gardens are privately-owned, some are the so-called "demonstration plots," and some are the research areas which are owned by the Himachal Pradesh Agricultural University or the Centre for Scientific and Industrial Research (CSIR). These research plots are used to develop new varieties or other researches on tea are carried out here (Thakur and Raghubansi, 1977). The socio-economic history of Indian tea is a delightful chronicle of endeavor, courage and success. The cultivation and manufacturing of tea has been carried out in the valley since the middle of the 19th century. In the year 1849 Dr. Jameson administered a survey of the Kangra valley in Himachal Pradesh and found that the area was suitable forthe cultivation of tea. He brought China tea plants from the nurseries at Almora and Dehradun and transplanted them in thegovernment gardens at Kangra, Nagrota and Bhawarna regions. The plant had suffered a good deal during the transit but still gave magnificentresults in growth. The results inspired the government to go ahead for the establishment of tea industry in the valley(Thakur *et al.*,2022).

Kangra district is situated in the North-West Indian state of Himachal Pradesh. Kangra is also known as Devbhumi or the land of gods and is wrapped in spectacular natural

beauty throughout the year. The area is surrounded by the magnificent Dhauladhar range and has mighty Beas rive flowing through it. There are a lot of tourist attractions in the area ranging from the gorgeous natural spots to certain man-made ones (Sood,2016). The state shares a border with Punjab to the west, Kashmir to the north, and on the east side has Tibet as a neighbor. Unusually, it is the only tea region in India that comprises purely the China-hybrid, tea bushes. At present around 2,300 hectares (approx.) is under tea cultivation in Himachal Pradesh (the maximum 1,400 hectares is in Palampur).

Kangra Tea

Kangra tea is a tea from the Kangra district of Himachal Pradesh, India. Both black tea and green tea have been produced in the Kangra Valley since the mid-19th century. Although Kangra cultivates both black tea and green tea, black tea constitutes around 90 percent of the production.

Kangra tea is known for its unique color, flavor and the rich aroma. The black tea produced here has a sweet unabating after-taste while the green tea has a delicate woody aroma.The credit for theseexceptional characteristics of the tea goes to the geographical properties of the region. Kangra tea was granted the Geographical Indication tag in 2005 by the Office of The Controller-General of Patents, Designs and Trademarks, Chennai, as per Geographical Indications of Goods (Registration and Protection) Act, 1999.

The periodic seasonal variations in the brewing quality of the Orthodox Kangra tea over various growth flushes is noticed. Theaflavins, thearubigins and caffeine record for the maximum content during the early flush and a gradual decline with progress in season is seen, showing a minimum during the main flush and there is a slight improvement through the back-end flush (Thakur *et al*., 1995). Flavor profile analysis of the tea reveals that there are qualitative and quantitative seasonal variations in the aroma complex. High proportions of provisionally identified flavor components, linalool, geraniol, β-ionone, methyl salicylate, phenyl acetaldehyde, *trans*-2-hexenal, and several unidentified components with typical Kangra notes are recorded during the early flush and comparatively lower contents or even total loss through main flush is seen (Gulati and Ravindranath,1996).

Kangra Tea has already shown beyond doubt its position in the world market for its unique aroma and quality in year 1886 and 1895 by winning gold and silver medals at

London and Amsterdam. The Kangra tea industry is currently passing through a difficult period due to certain problems that arein need of prompt attention. The problem does not lie with the tea itself, but the manner in which it is being managed, processed and marketed within the country itself (Manisha *et al*.,2019). The Indian Tea Industry is facing the grave issue of market which resulted in the decline of tea production. The current efforts to fortify the tea industry have not given much results. The Kangra tea industry can make up to its lost status and prestige only if some active remedial measures are urgently taken (Mandal*et al.*, 2021).

Palampur Cooperative Tea Factory

Palampur Cooperative Tea Factory is an amazing place of breathtaking ambience and calmness surrounded by vast acres of land of lush green gardens and sprawling tea plantations.

Tea plantations were introduced in Palampur and the enveloping areas in the 19th century and since then Kangra Tea has become quite famous throughout the world. Visiting the site, tea gardens appear on the either side of the road much before one enters Palampur, making the journey full of alluring views and of cool and salubrious atmosphere. Palampur Cooperative Tea Factory is located on the road downhill to Palampur, slightly below the road leading to Dharamshala. At the site, one can witness in front of them, the entire process of plucking, picking and processing of tea leaves and the process of its commercial production. Palampur Cooperative Tea Factory is run and managed under the guidance of Tea Board of India and produces nearly 4,000 tons of tea every day between the months of April and November. Visiting the factory becomes quite a learning experience for a traveler who can ask anyone working there to explain the amazing tea making process. The premises, though overall a small structure is popular in the area and is easily locatable for the one walking down the nearby road. One can also collect a perfect tea souvenir as their memory of visiting the site, from the sales counter.

Need for Study

Tea is one of the most important plantation crops, with a financially viable lifespan of not less than 60 years. Interestingly, the majority of tea produced in India is consumed

domestically.Tea planting provides lucrative employment to a large number of farmers. This study will help the researchers to get an overview of the tea industry of Himachal Pradesh. The study will enlighten the policy makers to target the exact areas and will usher them to perform better and make better decisions. The study is going to help the Palampur tea industry in Research and Development. The customers can get all the required information regarding the tea industry.

Objectives of the study

The study has been conducted with following objectives:

1. To study the socio-economic profile of the tea growers of the study area.
2. To study the perceptions of the tea growers for organic tea cultivation in the study area.
3. To study the constraints of the tea growers in production and marketing of tea leaves in the study area.

Chapter-2

REVIEW OF LITERATURE

Thakur and Raghubansi (1977) conducted a study on small tea planters in Himachal Pradesh. The study majorly focused on the constraints of small planters in Himachal Pradesh. The author revealed that for the small tea planters of Himachal Pradesh processing cost was lowest but the quality of their produce was very poor.

Misra (1986) conducted a detailed study of the tea industry located in West Bengal and its economy. The author also studied about the employment in the tea cultivation sector. The study reported that more than one million workers were directly employed in tea cultivation and the industry ranked third among the foreign exchange sources. The study concluded that there was a substantial increase in yield during the period from 1969 to 1982 which was the result of some biological innovations. The pace of growth of area under tea was very slow moving which showed that the yield effect was more powerful in increasing the total production of tea than the area.

Parera (1995) carried out a study on tea sector in less developed countries and it revealed that Sri Lanka was exceedingly convenient for tea cultivation. The author reported Sri Lanka as second highest tea producing countries, with 15 per cent of world production. He also quoted that for the year 1992, the value added to the GDP by the tea sector was 3 per cent while the tea export accounted for 27 per cent of total exports. The study revealed that around 4.5 lakh people were employed in the tea producing sector during 1980 to 1990. The study highlighted that the favorable international prices enhance the long-term scope of tea industry in Sri Lanka.

Gulati and Ravindranath(1996) investigated the periodic seasonal variations in infusion quality of orthodox Kangra tea over various growth flushes. The study found out that theaflavins, thearubigins and caffeine recorded maximum content at the time of early flush and there was a gradual decline in the progress in season, which indicated minimum progress during main flush and a slight improvement through back-end flush. A flavor profile analysis of the tea was also carried out which revealed the qualitative and quantitative seasonal variations in aroma complex. High proportions of provisionally identified flavor components namely, linalool, geraniol, β-ionone, methyl salicylate, phenyl acetaldehyde, *trans*-2-hexenal,

and several unidentified components were also found. The typical Kangra notes recorded during the early flush expressed comparatively lower contents of these components or there is even a total loss through main flush.

Damodaran (1997) conducted a study on plantation commodity exports in the Post Uruguay Round and revealed that the fall of Soviet Union and the demise of International Coffee Agreement had a significant effect on the Indian plantation commodity exports. Author reported that Uruguay Round Agreement's commitment for reduction of tariffs on processed tea and coffee offering immense potential to the Indian roaster.

Mann (2003) investigated the marketing system and the role of WTO and Tea Board in the marketing of the Kangra tea. He found out that the Tea Board of India provides loans and subsidies under various schemes (Plantation Development Scheme, Tea Processing and Packaging Scheme, New Area Development Scheme and Small Grower Development Scheme), in order to help the small growers across the country. It demonstrated the constraints in the marketing of Kangra tea. The major constraints in the marketing of Kangra tea was the high cost of packaging material and its poor quality. Lack of skilled labour, proper storage facilities at the time of peak season was also observed. It was also concluded that the cooperative factories were affected due to the WTO agreements and as a result every factory incurred losses.

Neilsno and Pritchard (2007) conducted a study on the availability of labour in the South region of India. The population of Assam was small and the people were mostly disinterested in the plantation work. Availability of labour was also less found in that area so, contracted labour was imported from the poverty-stricken regions of the eastern Gangetic plain and the tribal belt to the south. The study concluded that there was heavy workload and the labour was not very well managed and tens and thousands of these 'tea coolies' died of overwork, malnutrition and disease, especially malaria – a tragic history of labour exploitation that has been chillingly documented.

Asopa (2007) investigated the tea industry of India. The author highlighted that around 80 per cent of the tea produced in India is consumed in the country itself. The northern part of India is the biggest producer of tea with 83 per cent of the country's annual tea production. Whereas, southern part of the country contributes only 17 percent to the nation's total produce.

Kumar *et al*. (2008) conducted a study on the export potential of the Indian tea. The author discovered that India has acquired a distinguished status on the global tea map. The study also revealed that the country turned out to be the second largest producer of tea in the world. The export of tea was around 20 per cent of domestic production in the nation. The bulk (75 to 80 per cent) of tea production comes from Northern India, wherein Assam and West Bengal are the major contributors. The study suggested that in order to earn a higher foreign exchange and to achieve lower cost of production there should be adoption of improved technology and the technical know-how.

Gulati *et al*. (2009) conducted a study which involved the use of biochemical markers to study the diversity of Indian tea. The study revealed that the heterogeneous Indian tea germplasm includes 'China', 'Assam', 'Cambod', and their hybrids. These were evaluated by using the biochemical markers *viz.*, total catechin and their fractions, for varietal identification and characterization. The author carried out Principal Component Analysis (PCA) of the biochemical characters which showed that the total catechin and trihydroxylated catechin had higher eigenvalues. The study suggested that the first two principal components (PCs) could differentiate more than 90% of the clones studied. The analysis revealed that grouping based on the first two principal component matrices differentiated 'China', and their hybrids with 'Assam' and 'Cambod' variety.

Hazarika (2011) investigated the major constraints related to the marketing of tea. The study found that the major constraint was that the brokers were given all the power from the cultivation till the marketing of tea. The study also highlighted that the growers were forced to accept the prices set up by the big buyers as they were in the charge of whole market. She suggested that the production needed to be more focused on research and development in order to sustain in the long run.

Roy (2013) investigated the constraints of the tea industry, as India is opening up to global competitive forces. His study focused on the future prospects of the industry. During the investigation he observed that India is the world's largest consumer and producer of black tea and has been at the forefront of the global tea industry since the nineteenth century. The study further revealed that this could not have been possible without the institutions playing an exceptional role in the creation, nurturing and growth of India's tea industry. According to him the major constraints of the industry were the lack of labour (skilled and unskilled) and the use of pesticides due to the susceptible nature of tea towards diseases. The author

highlighted that the future of tea industry in India augured well as the companies and the Tea Board of India worked on the value-added teas that promote health and wellbeing as a selling point to increase consumption.

Arya (2013) conducted a study on Indian tea scenario and highlighted that the tea industry in India includes small and big growers and government plantations. The study mainly focused on the problems related to the tea industry in India. He found that the small tea growers in India are economically and socially susceptible as they are mostly marginal farmers. The major problem regarding the small growers is that they do not have rights over the land they cultivate. It highlighted that some of the problems faced by the tea industry were crises in the tea industry, abandonment of the tea estates, low productivity, low profit and low export.

Mandal *et al.* (2016) carried out a study that focused on the ecological assessment and sustainability of tea cultivation in Kangra valley. The main objective of this study was to assess it the main causes for present state of Kangra tea. The author revealed the climate of the valley is changing with time but still it is favorable for tea cultivation. The industry is facing acute problem of market which resulted in decline in tea production. The efforts to revitalize the tea industry proved unsuccessful therefore, the the study suggested that Kangra tea industry can regain its lost status and prestige only if active remedial measures were urgently taken.

Sood (2016) investigated the development of Tea industry in Himachal Pradesh. The study focused on the past and present growing tea industry of Himachal Pradesh. The author highlighted that the revival of the tea industry in the state was because of the rise of certain companies like Palampur cooperative tea factory, Wah tea estate, Manjhee valley tea estate and the Dharamshal tea company. The author suggested that initiation of efforts from the state government would prove to be very helpful as the sector continued to be a glory and a major economic growth force.

Das and Zirmire (2017) carried out a study on Tea Industry in India that mainly focused on the future growth prospects of the tea industry in India. The study unveiled the fact that Indian tea was getting more demand in the global market which paved the way for encouraging tea growing farmers for production and earning the foreign currency. The scenario of Indian tea in terms of production, exports and imports indicated the fluctuation in the production which lead to cyclical fluctuation in prices, import and export. The author

suggested that extension work had to be performed to encourage the farmers for growing the tea as well as strategies needed to be applied to catch up the challenge of global demand for tea in the future.

Manisha *et al.* (2019) investigated the constraints of Kangra tea industry. The study indicated that the industry passing through a difficult period due to certain problems was a major issue and the lack of labour in the valley was a great constraint which led to less production in the area. The author highlighted that the problem does not lie with the tea produced in the area, but the manner in which it is being managed, processed and marketed within the country. The government needed to take some extensive measures in order to maintain the industry in the future.

Thakur *et al.* (2022) reported that in 1849 Dr. Jameson conducted a feasibly survey of the valley of Kangra in HP and found it suitable for tea cultivation. He brought China tea plants from the nurseries at Almora and Dehradun and planted them in Government gardens at Kangra, Nagrota and Bhawarna. Despite having suffered a good deal during transit the plants performed excellent in growth. This encouraged the government to go ahead for the establishment of tea industry in the valley.

Ghosal,2022 in her article mentioned that the tea industry has urged the government to come up with schemes to promote the tea exports from India. She mentioned that the Tea Board has almost done away with subsidizing exporters participation in overseas expos. This was a very important component to locate new markets and buyers for Indian teas and should be re-introduced to promote the exports through which the government can enhance foreign exchange earnings.

Kadavil, 2022 carried out a study on the small-scale tea growers in India. The study revealed that the industry in India includes small and big growers and government plantations. The author found that small tea growers in India are economically and socially vulnerable as they are mostly marginal farmers, dalits or from tribal communities. The author also revealed that many of them do not possess rights over the land they cultivate. The study highlighted that the quantity of tea produced by small tea growers has increased over time but the profit accruing to them is very marginal. The study revealed that the main reason for this was the low price-realization owing to poor quality and inefficient and incompetent production structures in garden, inability of small tea growers to access international markets directly et

Chapter -3

MATERIALS AND METHODS

In this chapter the research methodology has been discussed. Research Methodology is a logical systematic plan to resolve a research problem. It comprises the method and techniques used to effectively portray the research.

The-logical framework of the present study is described below:

3.1 Study Area

The present study was conducted in Palampur tehsil of Kangra district in Himachal Pradesh.

3.2 Sampling technique and Sample size

Tea growers were selected using convenient sampling technique. Sample size for the present study comprised of 50 tea growers from the study area.

3.3 Data Collection

The data was collected with the help of primary method. Primary data is defined as the data that is collected for the first time and thus is original in character (Kothari, 2004). The data for the present study was collected through a well-structured questionnaire. The questionnaire was divided into two sections. Section 1 consisted of the socio-economic profile of the respondents and Section 2 focused on the marketing of green tea leaves, growing of organic tea, perception of growers in the area about organic tea cultivation, etc.

Secondary data was collected from various online portals, government websites, journals, newspapers, etc.

3.4 Data Analysis

The data collected from different sources was classified and tabulated according to the requirements of the study. Data analysis is characterized as a process of cleaning, transforming and modeling data to discover useful business decision-making knowledge. The data for present study has been analyzed with the help of percentage, mean and standard deviation.

3.4.1 Percentage Analysis

Percentage method refers to special kind of ratio which is used in making comparison between two or more series of data.

The formula used in percentage method is:

$$P=\frac{x}{y} * 100$$

Where,

X = The number of respondents in specific category to be specified

Y = Total number of respondents

3.4.2 Mean

The average number obtained by adding all data points and dividing by data point number. The average collection of results is obtained by the division of the data sum by the number of observations.

The formula for calculating mean is:

Mean= Sum of data / Total no. of observations

$$\bar{x} = \frac{\sum x}{n}$$

Where:

X = Arithmetic Mean

∑X = Sum of the value of observation on the variables.

N = Number of observations.

3.4.3 Standard Deviation

Standard deviation (or σ) is a measure of how dispersed the data is in relation to the mean. Low standard deviation means data is clustered around the mean, and high standard deviation indicates that the data is more spread out.

The formula to calculate standard deviation is:

$$S.D = \sqrt{\sum \frac{x^2}{\mathrm{N}}}$$

Where:

σ = Lower case sigma is the symbol for standard deviation

∑ = Uppercase sigma is the summation symbol

X = Each individual value in the data set

x = Arithmetic mean

n = The number of data points in the set (the number of x values)

Chapter-4

RESULTS AND DISCUSSION

This chapter gives a detailed view of the respondents of the study area. The data collected has been analysed using appropriate statistical tools and the findings have been given based on the objectives of study. The results are interpreted under following sub-headings.

4.1 Gender of respondents

Table 4.1: Gender-wise distribution of respondents

Gender	Frequency	Percentage (%)
Male	37	74
Female	13	26
Others	0	0
Total	50	100

Fig.4.1: Gender of the respondents

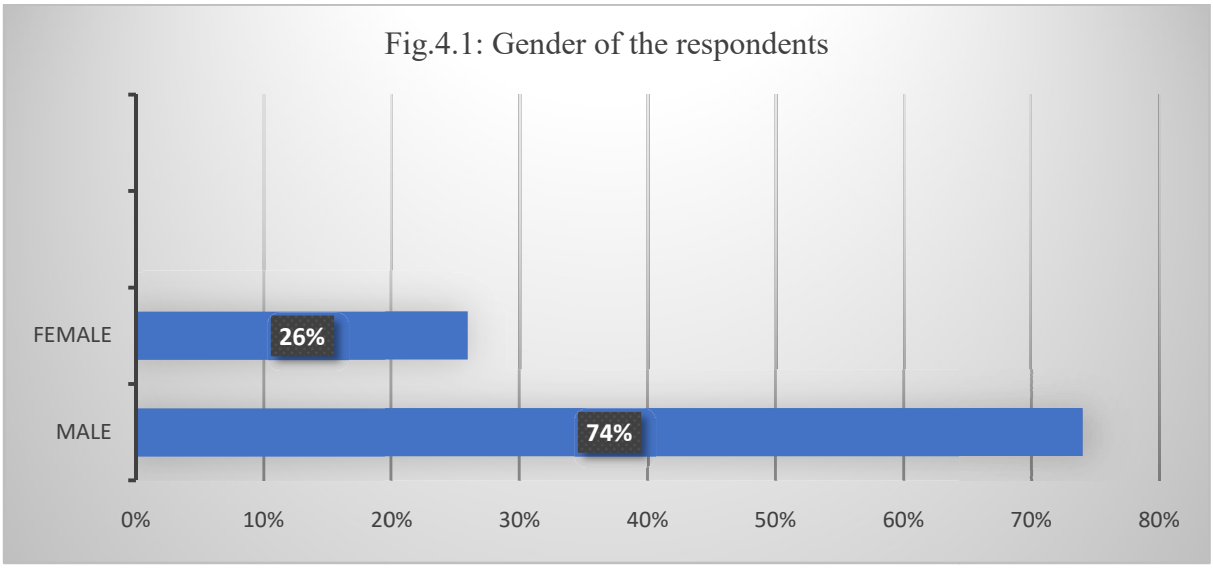

Table 4.1 and Fig.4.1 shows gender wise distribution of the respondents.Analysis of the data reveals that the majority ofrespondents are males which is 74 per cent and 26 per cent are females.

4.2: Age

Table 4.2 Distribution of tea cultivators according to their age

Age	Frequency	Percentage (%)
Below 25	3	6
25-30	12	24
31-45	21	42
Above 45	14	28
Total	50	100

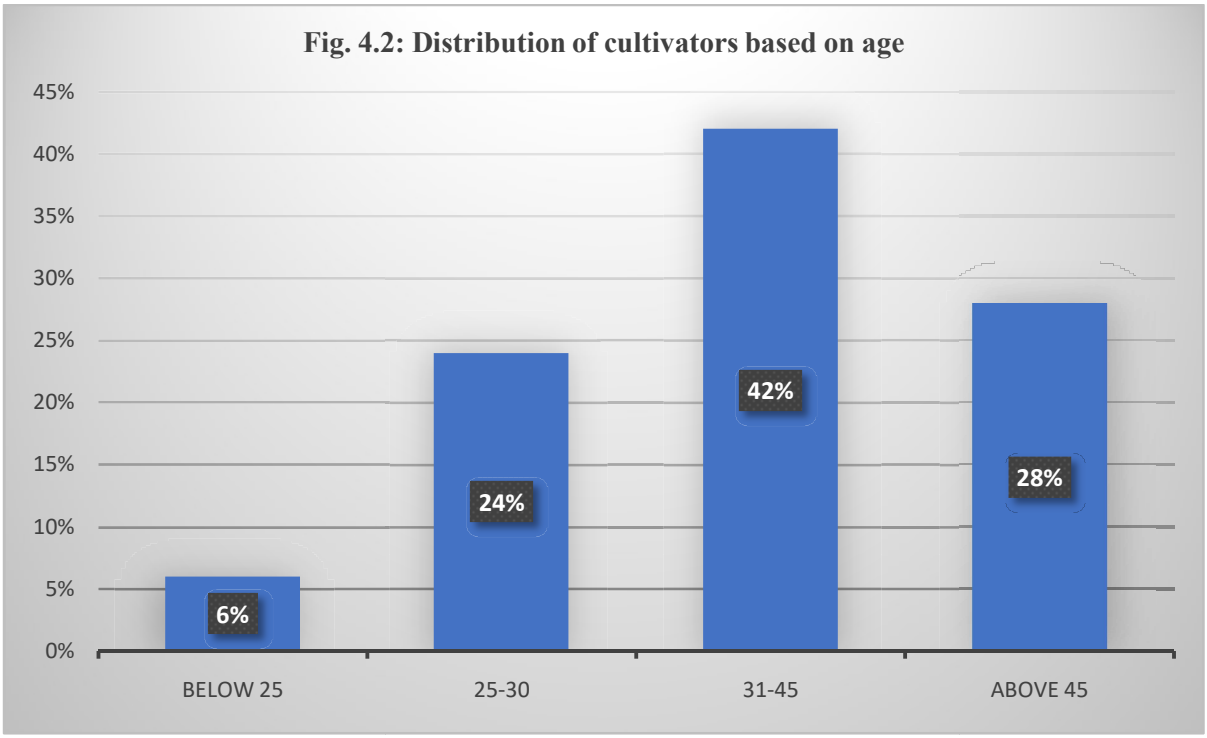

Table 4.2 and Fig.4.2 represents the age group of the respondents. Analysis of the data reveals that 42 per cent of the total respondents are (31-45) years of age, 28 per cent of the respondents are(above 45) years of age, 24 per cent belong to (25-30) years of age group and the rest 6 per cent of the respondents are (below 25) years of age.

4.3 Level of education

Table 4.3: Distribution of tea cultivators according to level of education

Level of Education	Frequency	Percentage (%)
No Formal Education	1	2
Primary School	7	14
Secondary School	9	18
Graduate	24	48
Post-Graduate	9	18
Others	0	0
Total	50	100

Fig.4.3: Distribution of cultivators based on education level

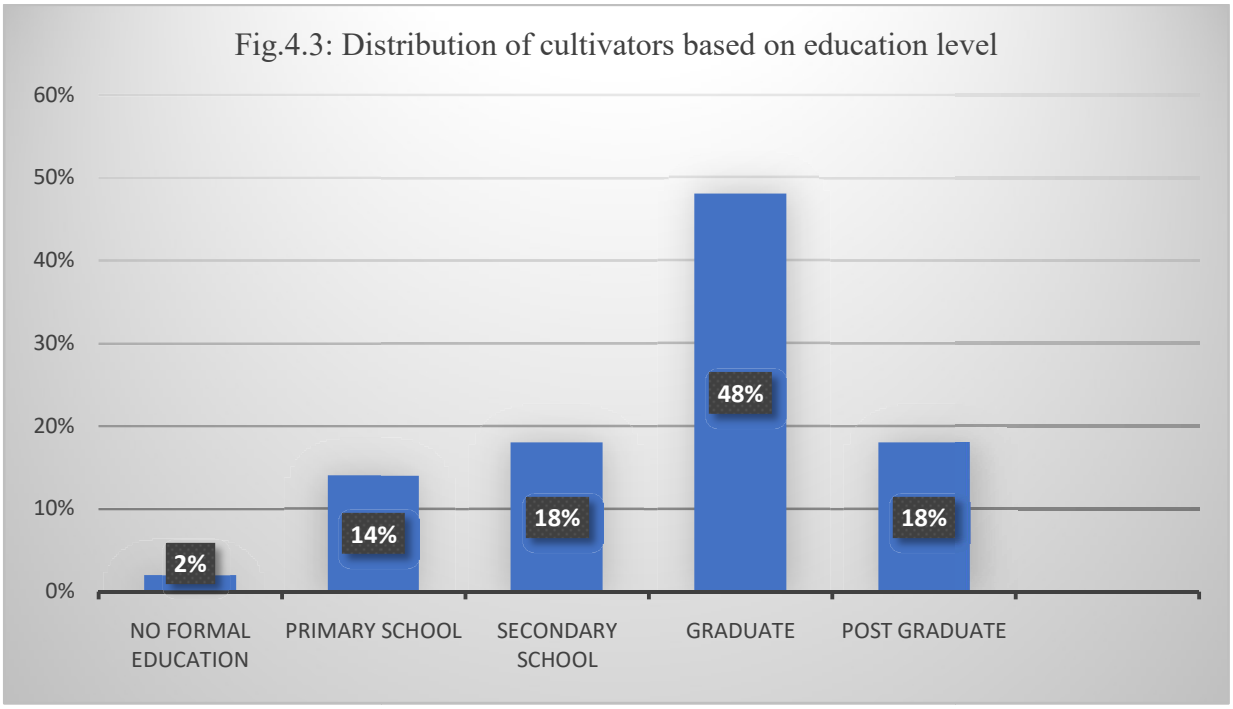

Table 4.3 and Fig.4.3 represents the distribution of the tea cultivators based on their level of education. Theanalysis of data from the table shows that 48 per cent of the respondents are graduates, 18 per cent are post-graduates, 18 per cent completed secondary school, 14 per cent completed primary school and 2 per cent have no formal education.

4.4 Annual Income

Table 4.4: Distribution of tea cultivators according to their annual income

Annual Income	Frequency	Percentage (%)
Up to 3 lakhs	11	22
3-5 lakhs	21	42
Above 5 lakhs	18	36
Total	50	100

Fig. 4.4:Distribution based on Annual income

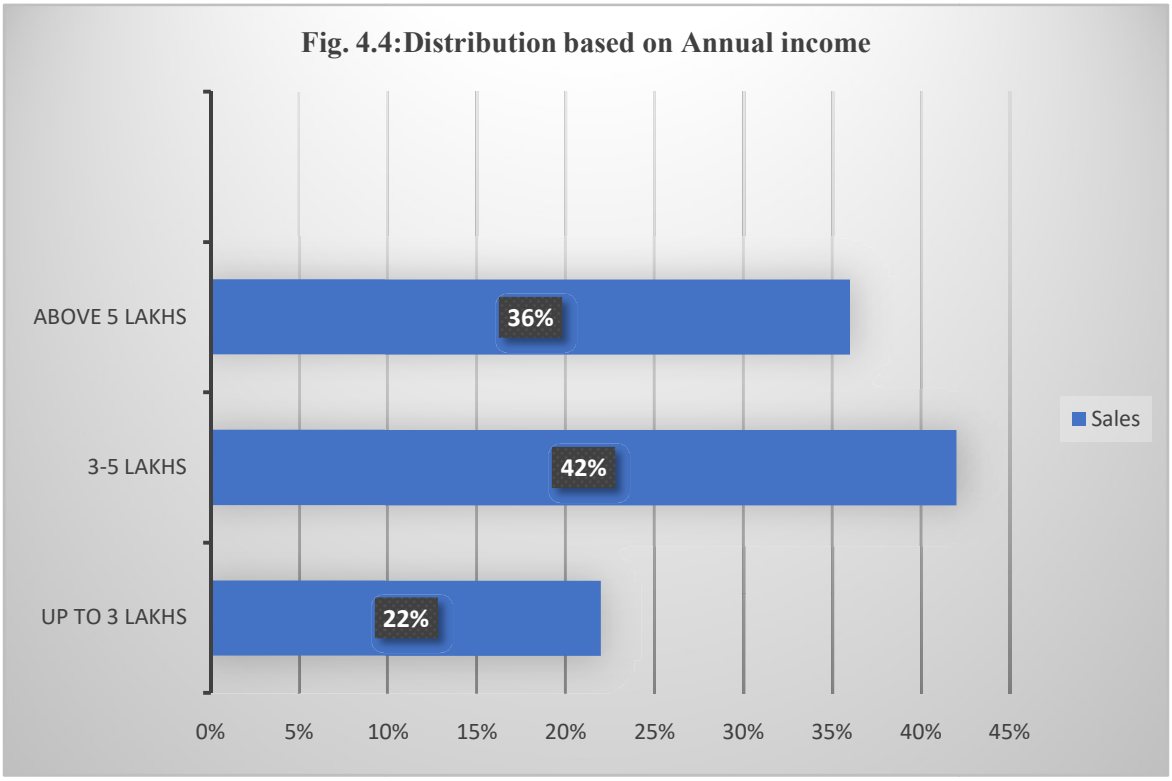

Table 4.4 and Fig.4.4 depicts the annual income of the respondents. Analysis of the data shows that 42 per cent of the tea cultivators have income of (3-5 lakhs), 36 per cent of the cultivators belong to the income group of (above 5 lakhs) and 22 per cent of the cultivators have an income (up to 3 lakhs).

4.5 Household size

Table 4.5: Distribution of tea cultivators according to household size

Household Size	Frequency	Percentage (%)
1-5 people	35	70
6-10 people	14	28
More than 10 people	1	2
Total	50	100

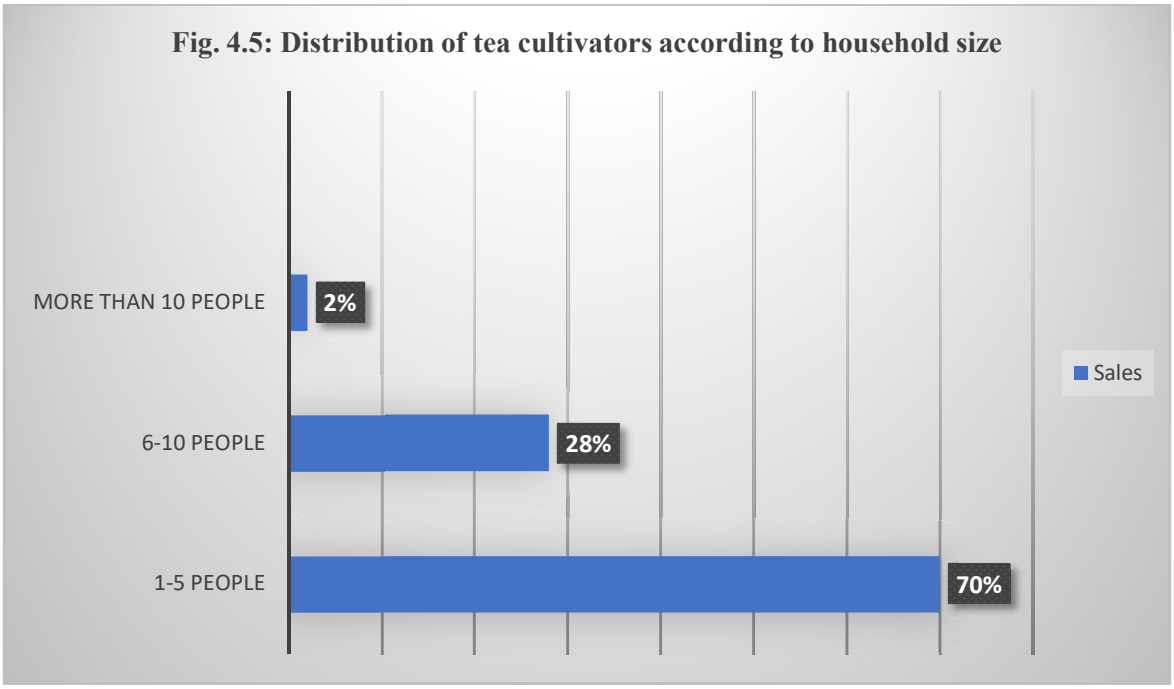

Table 4.5 and Fig.4.5 represents the number of family members in respondent's households. Analysis of the data reveals that 70 per cent of the respondents are having a family of (1-5) people, followed by 28 per cent respondents having (9-10) people and only 2 per cent of the respondents having (more than 10) people.

4.6 Land under cultivation

Table 4.6: Distribution of cultivators according to owned land under tea cultivation

Land Owned	Frequency	Percentage (%)
Less than 1 hectare	19	38
1-2 hectares	9	18
2-5 hectares	14	28
More than 5 hectares	8	16
Total	50	100

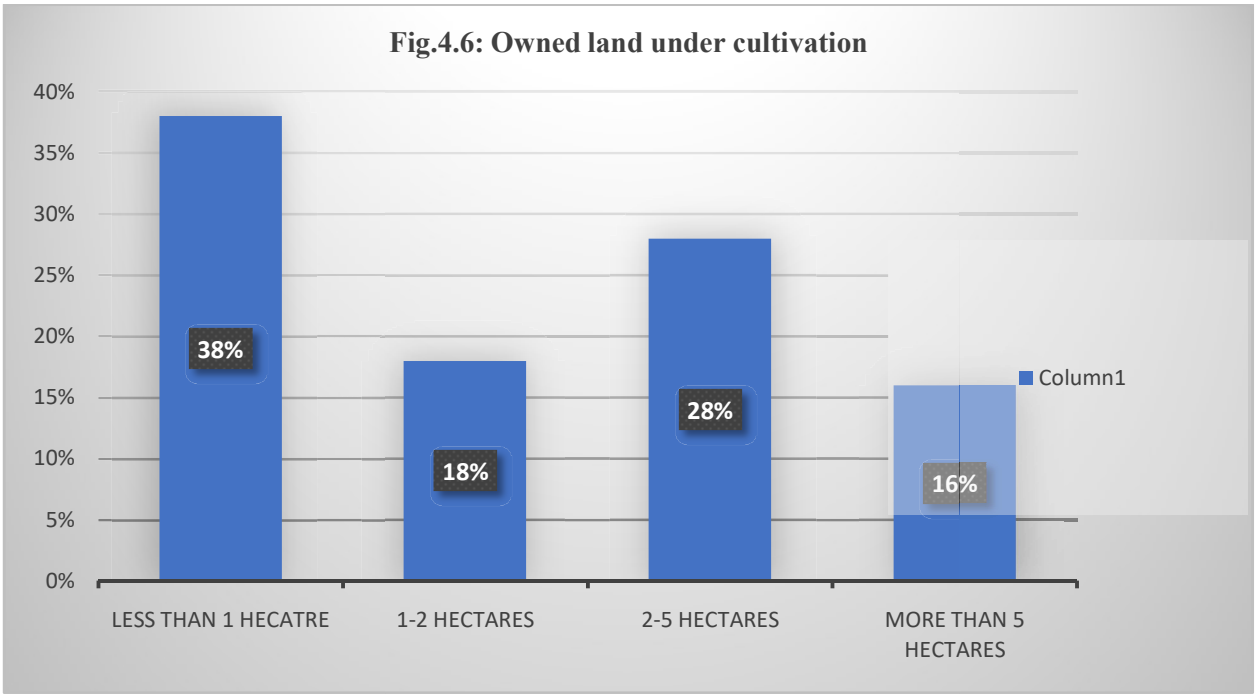

Table 4.6 and Fig.4.6 represents the distribution of the cultivators according toowned land under cultivation. The analysis of data revealsthat 38 per cent of cultivators own land (less than 1 hectare) under tea cultivation, 28 per cent own land (2-5 hectares), 18 per cent own land (1-2 hectares) and 16 per cent of the cultivators own land (More than 5 hectares) under tea cultivation.

4.7 Main occupation

Table 4.7: Main occupation of the respondents

Main occupation	Frequency	Percentage (%)
Tea cultivation	17	34
Agriculture	10	20
Service	13	26
Business	10	20
Any other	0	0
Total	50	100

Fig.4.7: Main Occupation

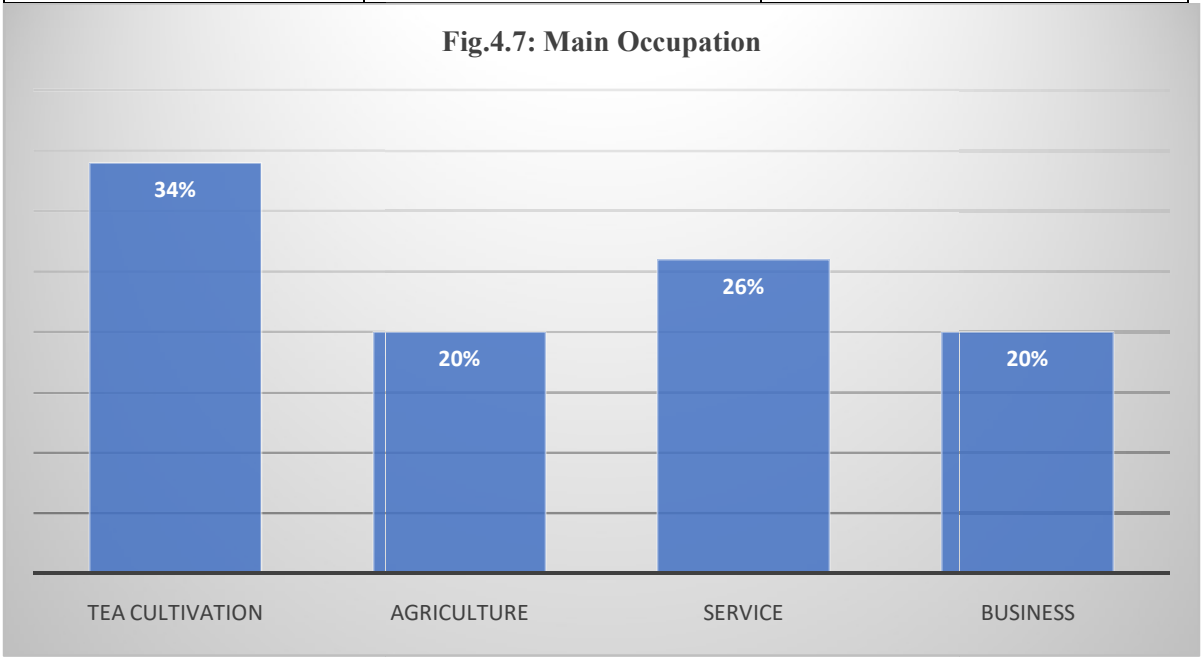

Table 4.7 and Fig.4.7 represents the distribution of cultivators according to their main occupation. Analysis of the data shows that 34 per cent of the respondents have tea cultivation as their main occupation, 26 per cent have service, 20 per cent have agriculture and 20 per cent of the respondents have business as their main occupation.

4.8 Processing of tea leaves

Table 4.8: Processing of tea leaves by the respondents

Processing of leaves	Frequency	Percentage (%)
Yes	18	36
No	32	64
Total	50	100

The analysis of table 4.8 shows that 32 per cent of the respondents process the tea leaves themselves and the remaining 64 per cent do not process the tea leaves themselves.

4.9 Income from tea cultivation

Table4.9: Annual income from tea cultivation

Annual Income from tea cultivation	Frequency	Percentage (%)
Less than 1 lakh	10	20
1-5lakhs	22	44
5-10 lakhs	15	30
More than 10 lakhs	3	6
Total	50	100

Table 4.9 and Fig.4.9 represents the distribution of tea cultivators according to the annual income they get from the cultivation of tea. The analysis of data shows that 44 per cent of the cultivators earn (1-5 lakhs) by tea cultivation, 30 per cent earn (5-10) lakhs, 20 per cent earn (less than 1 lakh) and only 6 per cent of the respondents earn (More than 10lakhs) by tea cultivation.

4.10 Marketing channels

Table 4.10: Marketing channel for tea leaves

Produce sold to	Frequency	Percentage (%)
To customer	7	14
To factory	15	30
Both	28	56
Others	0	0
Total	50	100

Table 4.10shows that 56 per cent of the cultivators sell their produce both to the customers and to the factory, 30 per cent cultivators sell their produce to the factory and 14 per cent of the cultivators selltheir produce directly to the consumers.

4.11 Number of registered growers

Table 4.11: Registration of tea growers

Registered grower	Frequency	Percentage (%)
Yes	37	74
No	13	26
Total	50	100

Table 4.11 depicts the number of registered and unregistered growers. Analysis of the table shows that 74 per cent of the respondents are registered growers and the rest 26 per cent are the unregistered growers.

4.12 Benefits availed by respondents

Table 4.12: Benefits of Government scheme availed by the respondents

Availing benefits	Frequency	Percentage (%)
Yes	23	46
No	27	54
Total	50	100

The study (Table 4.12) reveals that majority of the growers that is 54 per cent do not avail any benefits and the remaining 46 percent were availing the benefits from a government scheme

4.13 Fertilizers used

Table 4.13: Usage of fertilizers

Using Fertilizers	Frequency	Percentage (%)
Yes	41	82
No	9	18
Total	50	100

Table 4.13 depicts the number of growers using fertilizers in tea cultivation. Analysis of the table shows that 82 per cent of the growers use fertilizers in their tea gardens and 18 per cent of them avoid the usage.

4.14 Type of fertilizer

Table 4.14: Type of fertilizers used

Type of fertilizer used	Frequency	Percentage (%)
Chemical	4	8
Organic	18	36
Mixed	27	54
Total	50	100

Table4.14 and Fig.4.14 depicts the distribution of growers according to the type of fertilizer used in their gardens. The analysis of data tells that 54 per cent of the growers are using mixed fertilizers, 36 per cent of the growers are using organic fertilizers and 8 per cent are using chemical fertilizers for tea cultivation.

4.15 Awareness about impact of seasonal variations

Table 4.15: Awareness aboutimpact of seasonal variations on tea cultivation

Aware about seasonal variations	Frequency	Percentage (%)
Yes	43	86
No	7	14
Total	50	100

Table4.15 shows the number of growers based on their awareness about the impact of seasonal variations on tea cultivation. The analysis of the table shows that 86 per cent of the growers are aware about the seasonal variations on tea cultivation whereas, 14 per cent of the growers are not aware.

4.16 Plucking's made

Table 4.16: Number of plucking'sof leaves by respondent growers

Number of plucking's	Frequency	Percentage (%)
2-3	22	44
More than 3	28	56
Total	50	100

Table 4.16 shows that 56 per cent of the growers make (More than 4) plucking's and 56 per cent of the growers make (2-3) plucking's of tea leaves.

4.17 Organic cultivation

Table 4.17: Organic cultivation by the respondents

Organic cultivator	Frequency	Percentage (%)
Yes	26	52
No	24	48
Total	50	100

Table 4.17 depicts the number of organic tea cultivators. Analysis of the table shows that 52 per cent of the growers are organic cultivators and the rest 48 per cent of the growers are not involved in organic cultivation.

4.18 Perceptions

Table 4.18: **Perception of tea growers about organic tea cultivation**

S. No.	Statements	No. of Respondents					Mean	SD
		SA (5)	A (4)	N (3)	D (2)	SD (1)		
1.	It is an environment friendly method of tea cultivation.	16	8	8	0	0	4.16	0.68
2.	Qrganic cultivation is a way preserve the old traditions and values.	10	21	19	0	0	3.82	0.74
3.	It can not control pests and weeds without chemicals.	4	22	17	6	1	3.44	0.88
4.	Organic cultivation is more difficult due to complicated techniques.	5	20	18	7	0	3.46	0.86
5.	There are more challenges in orgainic cultivation.	8	20	18	6	2	3.52	1.03
6.	Organic cultivation helps to maintain fertility of the soil.	10	32	6	2	0	4.00	0.69
7.	Organic cultivation helps to balance the nutrients and farm ecosystem for a long time.	9	28	12	0	1	3.88	0.77
8.	Organic cultivation decreases production costs by reducing the input purchases.	10	14	21	5	0	3.58	0.92
9.	Organic cultivation only benefits the consumer and not the producer.	3	16	19	11	1	3.18	0.91
10.	Organic gardens are more profitable than inorganic ones.	3	15	20	11	1	3.16	0.91
11.	Consumers are willing to pay more for organic produce.	15	21	9	5	0	3.92	0.94
12.	Organic products have better quality than the inorganic ones.	11	28	10	1	0	3.98	0.71
13.	Organic products are more healthy than the inorganic ones.	17	25	7	1	0	4.16	0.73

Table 4.18 depicts the Mean value and Standard Deviation showing the perception of growers toward organic Tea cultivation. All Mean values that are above 3 showed that majority of the respondents favoured Organic tea cultivation as it is better in many aspects. The findings of the study show that growing organic tea is an environment friendly method of cultivationwhich has the highest Mean value of 4.16 as the products obtained organically are healthier than the inorganic ones despite of sharing **the same Mean value of 4.16**, organic products have better quality than the inorganic ones with the Mean value of 3.98. The analysis of data shows that perception of growers is that organic tea gardens are more profitable with the Mean value of 3.16.

4.19 Constraints

Table 4.19: Constraints faced by tea cultivators

S. No.	Statements	No. of Respondents					TWS	Rank	Mean	SD
		SA (5)	A (4)	N (3)	D (2)	SD (1)				
1.	Less production of tea leaves.	5	27	13	5	0	182	5	3.64	.80
2.	Facility for storage of freshly plucked leaves.	10	24	14	2	0	192	1	3.84	.79
3.	Timely supply of inputs.	6	21	13	10	0	173	10	3.46	.95
4.	Pest attack.	5	22	17	6	0	176	9	3.52	.83
5.	Bird attack.	4	19	19	3	5	164	14	3.28	1.05
6.	Land related problems.	3	20	17	8	2	164	14	3.28	0.95
7.	Unavailability of skilled labour.	7	25	15	3	0	186	3	3.72	.78
8.	Unavailability of unskilled labour.	7	15	17	11	0	168	12	3.36	.98
9.	Marketing of fresh green leaves.	8	24	11	5	2	181	6	3.62	1.00
10.	Low price for fresh green leaves.	12	26	5	5	2	191	2	3.82	1.04
11.	High cost of cultivation.	8	21	14	6	1	179	7	3.58	.97
12.	Power problem.	2	20	24	4	0	170	11	3.40	.69
13.	Improper communication system.	6	10	26	7	1	163	13	3.26	.92
14.	Improper Transportation.	5	23	16	6	0	177	8	3.54	.83
15.	Improper road connectivity.	12	15	17	5	3	184	4	3.64	1.02

Table 4.19 depicts the constraints faced by the tea growers. The analysis of data shows that the major constraint faced by the growers was that the growers did not have proper storage for the freshly plucked tea leaves (rank 1 and Mean value 3.84) and low price for fresh green leaves which ranked 2 with the Mean value of 3.82. The findings of the study show that the least bothering constraint for the growers is bird attack and land related problems, both with a rank of 14 and the Mean value of 3.28.

Chapter-5

SUMMARY AND CONCLUSIONS

Tea is a globally admired, non-alcoholic, caffeine containing beverage manufactured from the tender leaves of the tea *(Camellia sinensis)* plant. It is basically a woody perennial crop that lasts up to 100 years and sometimes more.Tea is the second most extensively consumed beverage in the world.

Therefore, it was considered important to carry out a study on the Performance Analysis of the Palampur Cooperative Tea Factory. On the basis of analysis and interpretation of the data collected following conclusions are drawn.

1. It was found that there were three marketing channels through which the growers sold their produce. The channels included selling green tea leaves to the factory, direct selling of produce to customer and both of the previously mentioned.
2. It was observed that there were registered as well as unregistered growers in the area. Though majority of the growers were found to be registered.
3. It was discovered that only a minority i.e. 46 per cent of the growers were availing benefits from the governmental schemes while the rest 54 per cent were oblivious of the fact.
4. It was found that majority of the growers, 54 per cent, were using mixed i.e. organic as well as chemical fertilizers on their farms. While only 36 per cent of the growers were using only organic fertilizers and the minority of growers i.e. only 8 per cent of the growers were using chemicalfertilizers.
5. It was found that the majority of the growers i.e. 84 per cent were aware about the impact of seasonal variations affecting the tea cultivation while only a small proportion i.e.16 per cent of farmers were not aware about the same.
6. It was found that majority of the growers i.e. 52 per cent were following organic tea cultivation, while the rest 48 per cent of the growers were following inorganic tea cultivation.
7. The analysis of data collected showed that majority of the farmers were in favour of organic tea cultivation as they felt that it was better than the inorganic one.

8. The study showed that organic tea cultivation is more environment friendly and is more profitable.
9. The study showed that the major constraints faced by the growers was the unavailability of proper storage facilities for fresh tea leaves followed by the unavailability of skilled labour.

Suggestions: -

- The government should take more initiatives regarding the upliftment of marginal and small scale growers. There should be more government schemes for the betterment of their socio-economic standards as it was found that most of the growers were not very well off.
- Concerted efforts have to be made by different stakeholders to increase the productivity of tea plantations.
- As most of the growers do not have much technical knowledge, the extension services should be strengthened to disseminate the technical know-how to the small tea growers located in remote areas.
- The growers must be made aware about the existing schemes that are helping the registered growers with respect to the marketing of freshly plucked leaves. The govt. and the Tea Board can collaborate with some NGO's for this purpose.
- Organic tea cultivation must be promoted as it helps in maintaining the soil fertility and works for the betterment of ecosystem.
- The government should take initiatives for the better road connectivity and transport as it is one of the major constraints faced by the growers. Subsidies can be provided to the growers in respect of transportation and storage.

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APPENDIX-1

A Study on Perceptions of tea growers on Organic tea cultivation in Palampur Tehsil of District Kangra of Himachal Pradesh

Questionnaire

Respected Sir/ Madam

I am working on a project entitled "A study on Perceptions of tea growers on Organic tea cultivation of Palampur Tehsil of District Kangra of Himachal Pradesh" as a part of MBA curriculum. Kindly read the following statements carefully and give your response. I assure you that whatever information is provided by you will be used for research and academic purpose only and will be kept confidential. I shall be highly grateful to your cooperation.

1. Gender
    - Female
    - Others
    - Male
2. Age
    - Below 25
    - 25-30
    - 31-45
    - Above 45
3. Level of education
    - No formal education
    - Primary School
    - Secondary School
    - Graduate
    - Post-Graduate
    - Others
4. Annual income
    - Up to 3 lakhs
    - 3-5 lakhs
    - Above 5 lakhs
5. Household size
    - 1-5 people
    - 6-10 people
    - More than 10 people

6. How much land do you have under tea cultivation?
    - Less than 1 hectare
    - 1-2 hectares
    - 2-5 hectares
    - More 5 hectares
7. What is your main occupation?
    - Tea cultivation
    - Agriculture
    - Service
    - Business
    - Any other
8. Do you process tea leaves yourself?
    - Yes
    - No
9. What is your approximate annual income from tea cultivation?
    - Less than 1 lakh
    - 1-5 lakhs
    - 5-10 lakhs
    - More than 10 lakhs
10. How do you roll the tea leaves?
    - By machine
    - Manually (by hand)
11. How do you sell your tea produce?
    - To customer
    - To factory
    - Both
    - Others
12. Are you a registered grower?
    - Yes
    - No

13. Are you availing the benefits from any government scheme?
    - Yes
    - No

14. If yes, which scheme?

15. Do you use any fertilizers for the plantation purpose?
    - Yes
    - No
16. What type of fertilizers do you use?
    - Chemical
    - Organic
    - Mixed
17. Are you aware of the impact of different seasonal variations on tea cultivation?
    - Yes
    - No
18. How many plucking's do you make?
    - 2-3
    - More than 3
19. Are you an organic tea cultivator?
    - Yes
    - No
20. Perception about Organic tea cultivation

Statement	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
It is an environmentally stable method of tea cultivation.					
Organic cultivation is a way to preserve old traditions and values.					
It cannot control weeds and pests without chemicals.					
Organic cultivation is more difficult due to complicated techniques.					
There are more challenges in organic cultivation.					
Organic cultivation helps to maintain the fertility of soil.					
Organic cultivation helps to balance nutrients and farm ecosystem for long run.					
Organic cultivation decreases production cost by reducing the input purchases.					
Organic cultivation only benefits the consumer not the producer.					
Organic gardens are more profitable than inorganic ones.					
Consumers are willing to pay more for the organic produce.					
Organic products have better quality than inorganic ones.					
Organic products are healthier than the inorganic ones.					

21. Constraints faced by tea growers

Statement	**Strongly Agree**	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
Less production of tea leaves					
Facility for storage of freshly plucked leaves					
Timely supply of inputs					
Pest attack					
Bird attack					
Any land related problems					
Unavailability of skilled labor					
Unavailability of unskilled labor					
Marketing of fresh green leaves					
Low price for produce					
High cost of cultivation					
Power problem					
Improper communication system					
Improper transportation					
Improper road connectivity					

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Title of the Project Report	**:**	A Study on Perceptions of tea growers on Organic tea cultivation in Palampur tehsil of District Kangra of Himachal Pradesh
Name of the Student	**:**	Aakanksha Goswami
Admission Number	**:**	H-2020-01-ABM
Specialization 1	**:**	Human Resources Management
Specialization 2	**:**	Farm Business Management
Date of Project Submission	**:**	
Total Pages of the Project	**:**	34+iv
Major Advisor	**:**	Dr. Rashmi Chaudhary

ABSTRACT

The present study has been carried out on the "Perceptions of tea growers on Organic tea cultivation in Palampur Tehsil of District Kangra of Himachal Pradesh".The study was conducted with the objectives of studying the perceptions and constraints of tea growers. A multi-stage random sampling technique was used for the selection of respondents.Primary data was collected from a sample of 50 tea growers through a well-designed pre-tested schedule by survey method. The required secondary data were collected from various publications and online portals. It was observed that a majority of growers were using a mixed fertilizer method for their farms i.e. they used both organic and inorganic fertilizers. But the analysis of collected data showed that majority of the growers were in the favor of Organic Tea Cultivation but couldn't follow it completely because of certain constraints. The findings of the study showed that the major constraints faced by the farmers were the unavailability of proper storage for the freshly plucked leaves,lack of skilled labour in the area and also a low cost for their produce. The study showed that some of the growers were not aware of the schemes provided by the government for the betterment of their socio-economic standards and even for the marketing of their produce. The result of the study can help to understand the major constraints faced by the tea growers and hence better initiatives and schemes can be launched for the betterment of the Tea industry.

Signature of Major Advisor Signature of Student

Countersigned

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Brief Bio-Data

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Academic Qualifications:

	Month & Year	School	Board/ University	Marks(%)	Division
10TH Class	2013	BD DAV Sr. Sec. Public School, Dharamshala	CBSE	78.06%	First Division
12TH Class	2015	BD DAV Sr. Sec. Public School, Dharamshala	CBSE	71.20%	First Division
BSc. Agriculture (Hons.)	2020	DAV University Jalandhar	DAV University	77.4%	First division
MBA (Agribusiness)	2022	Dr. Y S Parmar University of Horticulture & Forestry	Dr. Y S Parmar University of Horticulture & Forestry	Awaited	

Fellowships/ Scholarship: Stipend during Post Graduation

Project- PG Level: Research Project

A study on Perceptions of tea growers in Palampur Tehsil of District Kangra of Himachal Pradesh

Languages known: Hindi, English, Punjabi

I declare that the above information is true and correct to the best of my knowledge and belief.

(Aakanksha Goswami)