



ORGANIC TEA

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INSPIRATION

We hear it time and time again – Organic is better for you. But have you considered that some organic choices are more important than others? Organic Tea in particular, is a non-negotiable for a couple of very important reasons which would be later discussed in its benefits.

It was inspired out of a deep love for the natural healing properties of plants. We cultivate simple daily rituals to enrich your well-being. I and my Borsillah Team truly believe that nature provides us with the best resources for preserving our health. Tea has been part of people's lives for decades. Every year more number of health-conscious people are shifting towards this segment as they are becoming more aware about the health benefits of this product. “Organic Tea” came into existence which is providing the same taste of tea along with being healthy in nature.

GENESIS OF THIS PROJECT

We are a Tea Business Family and I have grown hearing about tea leaves, withering, plucking, uprooting and its various facts about it. Our company has established a great name in the Tea Industry and made me more interested to start up something related to Tea. I wanted to merge this most consumed beverage, providing the same taste of tea along with being healthy in nature.

The idea was to provide something healthy which people consume on a daily basis. Even scientists believe that according to their research, organic tea has additional health benefits which can transform a person's life. From increasing immunity to providing better nutrition, organic tea is a blessing in disguise.

The idea behind having organic tea was an effort to create awareness about the positivity of consuming organic tea.

The demand of organic food has drastically increased and we believe in serving for people's betterment. The best thing about our organic tea is that a person can consume it without changing their current habit.



BENEFITS OF INTRODUCING ORGANIC TEA

Being in Tea Industry, growing black tea was being followed by our family for decades. But, due to awareness of health products and organic farming, I and my team started looking into developing of organic tea.

By contrast to non-organic methods, organic crop cultivation focuses on the use of natural nutrients and minerals to foster and promote the growth of plant material. It is grown, harvested and packaged according to strict guidelines that focus on protecting the environment in which the tea is grown.

There are various benefits of organic tea :

- a) Toxin free
- b) Promotes Digestive health
- c) Helps to lose weight
- d) Calming effects
- e) Builds strength and immunity
- f) Regulates blood sugar levels
- g) Boosts your oral health
- h) Helps in Type-2 Diabetes

To have Organic Tea started under our established Tea Company has created a benchmark for us. Our mission is to make our Organic Tea an everyday beverage choice. With lifestyle-driven health problems affecting people today, we aim at giving you sip of calm during an otherwise stressful day so that you can let loose, relax and make your body thank you for it.

COMPETITION

The demand of organic tea is growing rapidly as the people are becoming more health conscious. The organic tea market is fragmented but competition among the leading players is high because tea, as a beverage, already owns a significant global market share. The introduction of an organic tag along with multiple flavours is the innovation platform for the players. Our organic tea was made out of sheer passion and with a vision of creating products that would revive the ancient goodness and purity of products.

Yes, there are many new and established organic tea brands which are also providing good teas to people. What makes it stand out is our customer friendly approach and high standards of quality in making of our organic teas.



WHAT IS THE USP OF OUR ORGANIC TEA

Our USP was our vision to be vehicle of consciousness in the global market by creating a holistic, sustainable business modality, which inspires, promotes and supports true wellness and respect for all Beings and for Mother Nature.

We are having strong values of giving services to all, total integrity, absolute commitment to quality, respect and devotion to Mother Nature and no compromise on being who we are. Our commitment to support natural, sustainable, organic agriculture practices that serve and protect Mother Nature, and to support the livelihood and well being of farmers and tribal wild crafters across rural India.

WHO WILL BE OUR PROSPECTIVE CUSTOMERS

In recent years, consumers have shifted their buying preferences towards products rich in functional ingredients to minimize the risk of the occurrence of lifestyle-related health conditions. The growing knowledge of the strong association between the consumption of antioxidant rich food and beverages and overall wellbeing contributes to the growing demand for the organic tea. On the basis of the distribution channels, the market is segmented by super-markets, convenience stores, speciality stores and online stores.

RETURN ON INVESTMENT FOR 5 YEARS FROM 2021

There are various factors included in the cost of investment for cultivating organic tea in one hectare of land.

Wage rate per Man-day : 200

No. of plants accommodated in one Hectare of land : 15556

The mortality rate is : 10%

Therefore, surviving plants : 14,000

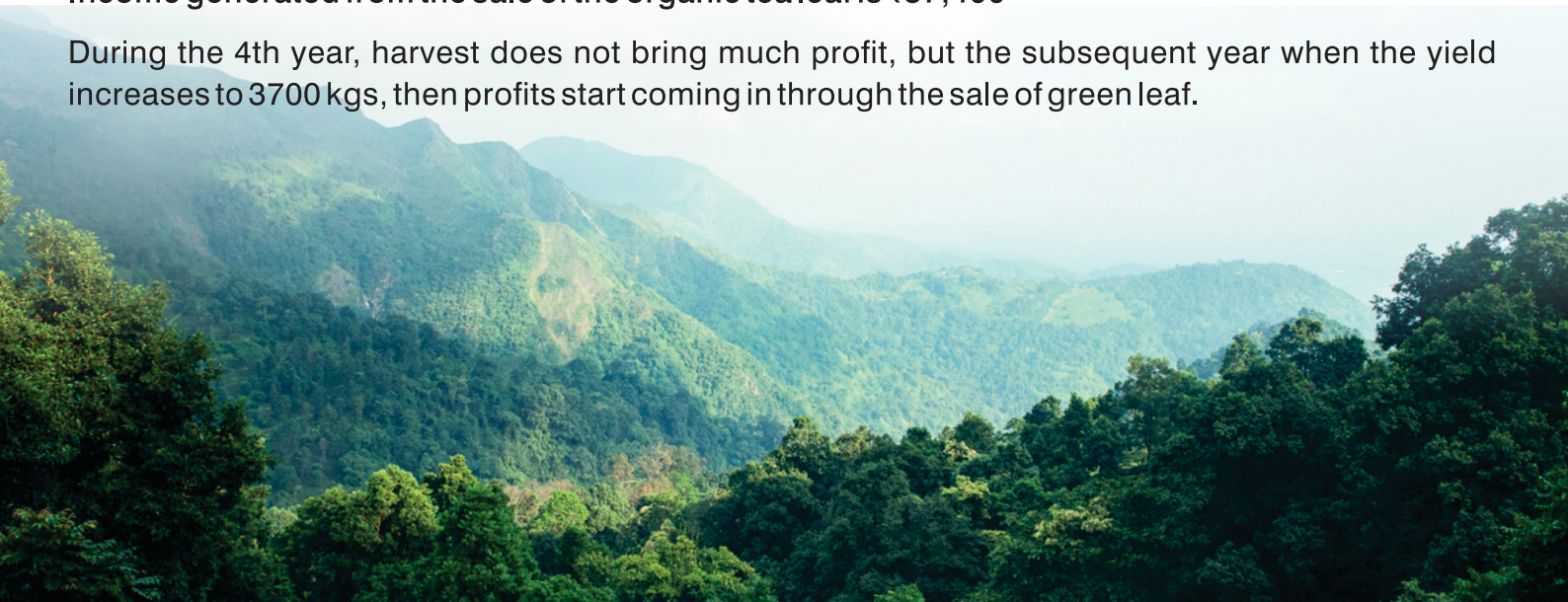
The cost of the planting material is ₹7 per piece

Average cost of fertilizers per kg is ₹8

The number / quantity of tea leaves produced at the end of the 4th year : 2200 kgs

Income generated from the sale of the organic tea leaf is ₹37,400

During the 4th year, harvest does not bring much profit, but the subsequent year when the yield increases to 3700 kgs, then profits start coming in through the sale of green leaf.



FINANCIAL ANALYSIS

Presently, there are various types of Tea available. But the raw material to make any kind of tea is the green tea leaf. If we stop using any kind of chemical or pesticide for few years in our plantation the same tea is called organic tea.

We started our organic plantation from 2018. During that period we visited few organic plantations and were motivated by them. It was not only for business but also a step taken for our environment.

Then we started processing handmade green tea and black orthodox tea in small quantities – approximately 5 to 10 kgs in a month. There were no suitable marketplace to sell our tea regularly as there were so many low range teas available in the market. After few consumers' feedback, gradually we were able to make our own brand and started promoting our tea in few trade fairs like IITF 2019, Delhi. From then onwards we started getting positive response.

MARKET ANALYSIS

There are several types of organic tea available like white tea, oolong tea, green tea and black tea in the market but the raw material we use is quality green tea leaf. Organic tea refers to the tea which is cultivated without the use of pesticides and insecticides and also quality leaf by hand plucking and processed by hand. So, due to the manual process and large number of work forced to maintain the quality, the cost is much higher for organic tea and also the production in comparison to other normal tea.

Organic tea market is little difficult because of the cost being higher and also because still there are no proper source of marketing and promoting the tea globally directly from the small tea farmers. In Assam there are so many small units of handmade organic tea but everyone has to face marketing related problems. Now there are so many big brands available in the market with lot of promotions to attract the people.

PACKET DESIGN

Packaging is a very important part to provide the finished tea product being kept fresh and hygienic to the end user. We normally store our organic tea in paper sack bag (8 to 10 kgs in each bag) or small size zipper pouch packet (50 to 100 gms) with product information.



INVESTMENT

For producing Organic Tea we have to work on the soil, planting materials, harvesting, transport, processing and finally the certification cost.

SOIL: We have to prepare the soil first without using any chemical, pesticide, weedicide and insecticide. We can use only the recommended input by organic certification agencies. By doing this the cost of tea increases.

PLANTING MATERIALS: We have to use own seed or cutting to plant the tea or use authorised organic materials which are chemical free.

HARVESTING: We only harvest the leaf by hand plucking. Only the quality leaves are plucked by skilled workers. Normally a plucker can pluck more than 40 kgs leaf in a day. As only the quality leaves are plucked, less than 5 kgs in a day is plucked by a plucker. Hence, the cost of plucking is higher than for normal tea.

TRANSPORT: The plucked leaves then move to the processing unit without any damages

PROCESSING: Processing is done manually. Sometimes rollers are used to twist the tea and dryers to dry them.

CERTIFICATION: The certification is done by Onecert International Pvt Ltd and it costs around ₹80,000 per year. To reduce the cost of certification, all organic tea manufacturers are jointly using the group certification in the name of Brahmaputra Organic Society Assam. This reduces the cost to about ₹20,000 for each tea member.

CONCLUSION: ORGANIC TEA CURRENT STATUS & IS IT SUCCESSFUL OR NOT

Based on my personal experience, today there are lots of small tea farmers in Assam producing handmade organic teas and there is huge competition in the market. The Organic tea is popular but not very regularly consumed because of the high cost and there is a very big market of inorganic tea in India and globally. But gradually the people are becoming aware about the side effects of chemical and pesticides. Hence, day by day, organically grown tea market is taking an upward trend rapidly.

