

WE ARE PLANTERS



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Assam Tea: A New Paradigm For Financial Institutions

Current Situation:

In the day and age where people are going back to basics and supporting their local industries, we, as consumers, in the interest of variety, diversity, and multiplicity have taken to acquiring teas from different parts of the world, mainly China, Japan, and Sri Lanka, thereby focusing on imports rather than our local produce. Much of it has got to do with the lack of awareness of premium teas that our locally available, are fresher, and, chemical free.

The habit of promoting import and outsourcing has led to people in charge focusing away from improving indigenous production, especially the tea industry and associated manufacturing requirements.

We are losing focus on a high-quality heritage product which fetches much more and is more valuable than commercially mass-produced tea and it is something that financial organizations might want to look at.

Need of the hour:

- 1) A major re-look by financial organizations, private, and public, whose focus needs to be towards the bottom line of production and manufacturing.
- 2) Promoting research and development towards indigenized machinery.
- 3) Spreading awareness about localized production of machines, thereby supporting local businesses, people, and communities.
- 4) Creating skill centers for experience and knowledge sharing.
- 5) Creation of employment at the baseline with more skills and different profiles in the area.

Reality:

- 1) Realization must prevail that India, and more so than ever, Assam, is a workforce intensive producer.
- 2) There needs to be a balance between Mechanization and Human Resource.
- 3) Removing the Man from behind decision making is counterproductive.

Fallouts:

The fallouts in the short run are very clear to the ones facing the brunt of the following effects:

- 1) Workforce and their families seeking employment out of state and local industries.
- 2) Quality issues in production thereby not being able to compete with International Markets.
- 3) No personalization or uniqueness of the produce.

In the Long Run:

- 1) Ever declining value of the produce.
- 2) Unrest created by future unemployment amongst the youth and younger workforce.
- 3) Lack of credible, long term investment in the industry.
- 4) A considerable drop in the Assam tea Industry's profits and overall financial standing.

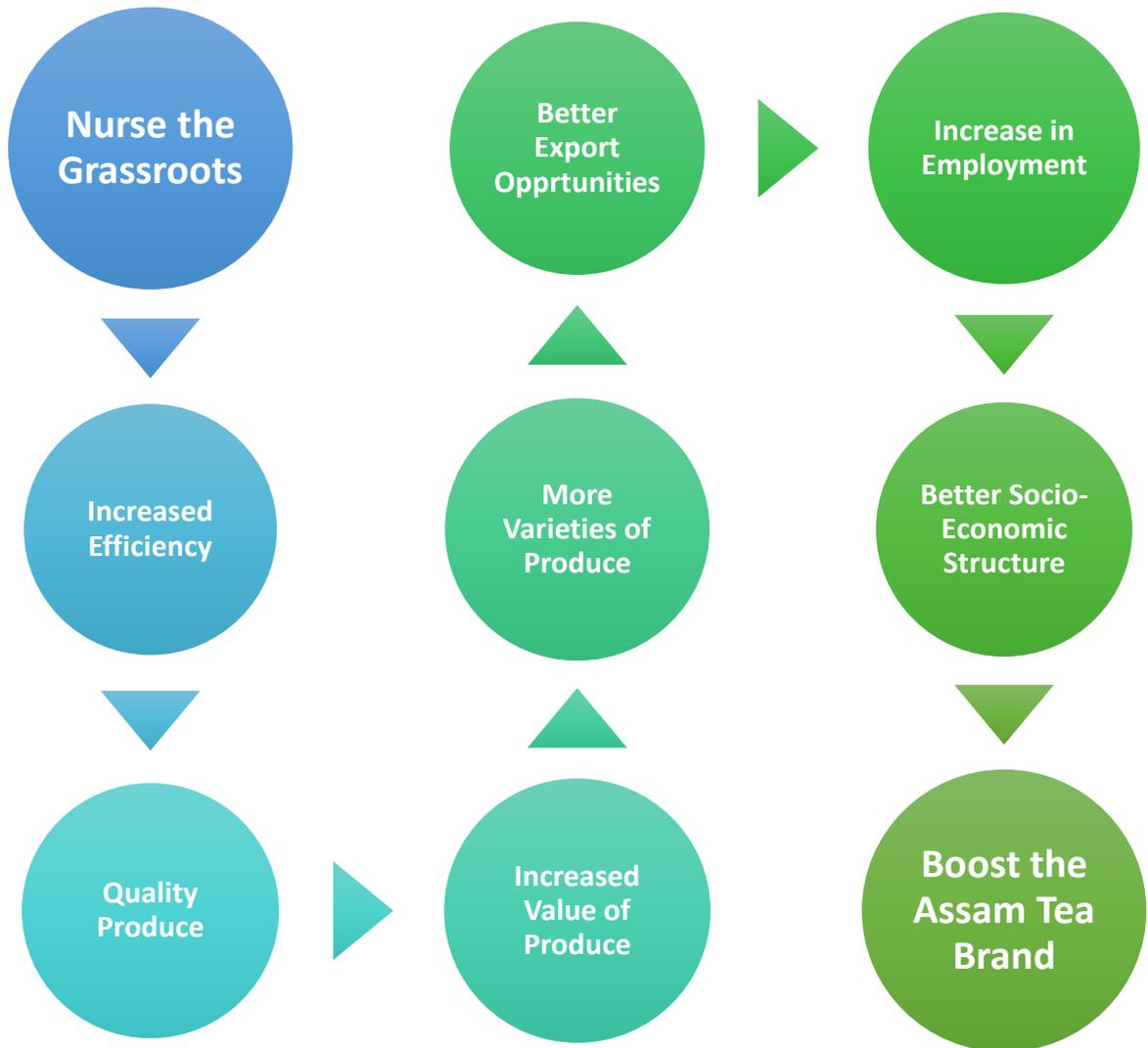
In the larger scheme of things, it is always better to be more self-reliant because imports will only increase debt.

GAP Analysis:

Current Position	Ideal Position	What Is Needed to get from current to ideal
Imported Machinery and outsourcing of service staff	Locally manufactured Machinery and trained on call staff	R&D towards producing imported machines locally and training local people, preferably the youth to operate and service the same, thereby increasing employment opportunities
Influx of a wide variety of low-quality international tea that lead to a broken market for local tea which is chemical free and of superior quality	People sourcing their tea locally, preferably from the gardens, fresh, and non-blended	Awareness about Locally sourced tea, how it is made, and what goes into producing it alongside the health and socio-economic benefits of the same
Lack of knowledge about various career options at the bottom line of tea production and ancillary businesses to go with it	Excellence centers to train people in the art of making, producing, and manufacturing tea by giving them exposure, knowledge, and experience	Knowledge and skill centers which act like a one stop shop for training and teaching skills like management, agriculture, hardware repair, technician training, digitization, etc.
The heightened dependence of machine over man, devaluating the importance of good, skilled human resource, making everything counter productive	To find a balance between Man and Machine	Realizing that India, especially Assam and its Tea industries are human resource intensive where even a little effort to develop the workforce will go a long way resulting in thriving markets
No personalization or uniqueness in the procedure of manufacturing tea	Unique tastes, different varieties, and methodologies of producing tea through human effort	Different initiatives, youth-led market research and more employee involvement to improve the quality and variety of the tea being produced, thereby adding a unique signature to your produce

<p>More investment towards sales, marketing, and retail of the produce to the end consumer</p>	<p>More investments towards manufacturing and production</p>	<p>Pushing Public and Private Financial institutions towards investing the bottom line of Manufacturing and Production as well as ancillary industries around it</p>
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Potential Solution:



Conclusion:

For any industry to thrive in today's economic structure, everyone must come together and work for it. It is easier to outsource, easier to import, easier to ignore problems which constitute at the ground, but, plain sailing might not the answer. The intention should be to nurture your people, surroundings, and your products for them to yield maximum results and thereby, profits.

Definition: Import *noun* /'ɪmpɔːt/: *Outsourcing any resource that can be acquired or created within a given boundary (Ex: State, Region, or Territory)*

Stop Importing | Start Exporting

A handwritten signature in green ink, appearing to read 'Pradyumna Barbor', with a long horizontal stroke underneath.

Pradyumna Barbor