

AN ANALYSIS OF MARKETING PROBLEMS OF TEA PLANTATION IN INDIA

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ABSTRACT

Tea is the second most popular drink in the world after water is a very important commodity for some of the developing countries in terms of jobs and export earner. India is the second largest producer and largest area under cultivation of tea in the world, contributed 19 percent share in area and 24 percent share in production. Tea plantation is critical to India economy. The tea Industry is one of the oldest organized firm sectors with a large network of tea producers, retailers, distributors, auctioneers, exporters and employees. India consume 70 percent of tea production in the country and remain 30 percent is exports to other countries. Tea has occupied an important place in Indian economy for the last several decades. The market for Indian tea is changing day by day. In global scenario, Indian tea is losing its position due to high price and poor quality. Also in domestic market tea is facing tough competition from soft drinks and other beverages like Horliks, Bournvita etc., The aim of this paper is to study an analysis of tea marketing problems in India and also analyze the prices of tea auctions centres.

KEY WORDS: Marketing problems, Tea plantation, Auctions prices.
