



# Employment News



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## TEA TOURISM IN NORTH EAST INDIA

Dr. Sarmista Sarma

### Introduction

North East India is land of enchanting natural beauties. The hills, rivers, forests, waterfalls and the wildlife offer reasons for tourists to visit this part of India. The North East India is also famous for tea gardens. Tea was discovered in Assam for the first time in the year 1828 by two British travelers Robert and Charles Bruce. Since then tea has become an integral part of the economy of North Eastern States. Tea belt in North East India starts from Darjeeling, Dooars and Terai stretching to Assam and beyond.

The Dooars region lies in the Himalayan foothills. It has rich tropical forests with varied hill streams amidst a green carpet of tea gardens. The name 'Dooars' is derived from 'doors' as the region is regarded as the gateway to North East India. The total tea area in Dooars and Terai is 97,280 ha and the production of tea is approximately 216 million kg. It is said that the economy of Dooars hinges on 3Ts (Tea, Tourism and Timber.)

Another place of significance in the North East India in terms of tea cultivation is Darjeeling. It grows one of the most exclusive varieties of tea in the world. Darjeeling tea is amber coloured with delicate flavor referred to as 'muscatel'. It is also described as 'flowery' sometimes. Darjeeling has a total of

17,820 ha of tea cultivation producing approximately 9.8 million tea. If we go further east we get the land of one horned Rhino 'Assam'. Assam or Axom means 'one that is without equal' and that is how it is in terms of tea cultivation. Assam produces full bodied bright tea liquor. Tea is grown in 3,12,210 ha area with production capacity of 507 million kg. The largest tea research center of India is located at Tocklai Jorhat Assam. Assam is the single largest tea growing region in the world.

### Prospects of tea tourism

Tea Tourism is a contemporary concept researched and talked about since the beginning of the 21st century. Research by Jolliffe in 2007 defined tea tourism as 'tourism that is motivated by an interest in the history, traditions and consumption of tea'. She then defined tea tourists as 'a tourist experiencing history, culture and traditions related to the consumption of tea'. Tea tourism is a wonderful recreational experience to the tourist. The tea gardens, the process of tea plucking, the cultural festivals of the tea tribes the stay at the luxurious tea bungalows provides a unique tour experience. Tea tourism is already popular in countries like China, Srilanka and Kenya. It is now catching up in India. There are air strips and helipads maintained by tea garden management

which can be used to design an attractive tea tourism package.

### Initiatives to promote tea tourism

Tea tourism has become the buzz word in promoting the tourism for North East India. Tea estates as well as the government are planning to develop additional facilities inside the tea garden to attract tourists which can help in generating additional revenue. The state governments of West Bengal and Assam are working towards creating the necessary infrastructure for tea tourism. They are re-organizing to create the best tourism infrastructure at almost all destinations, including rural areas. The North Eastern Council and Ministry of DoNER, has developed an integrated tourism master plan for the region. The 10-year plan was prepared with tourism infrastructure and resources analysis, tourist survey and market analysis leading to formulation of tourism strategy and tourist circuit. The highlights of the plan to promote tourism by the West Bengal government are as under:-

1. The term "tea tourism" will broadly include the overall experience of tourists in the midst of a tea garden or estate, staying in a heritage bungalow, at a home-stay feeling in a tea-village or in a modern resort. Trekking in the natural beauty of a lush tea garden, undertaking a tea-testing session, visit-

ing a modern tea factory and even trying one's hand at plucking tea leaves are all within the idea of "tea tourism".

2. Individual tea gardens will be allowed to exploit tourism potential subject to the following conditions:

a.) The tea garden company must be willing to undertake tea tourism.

b.) Both in the plains and hills, land meant for tea tourism will be limited to 5 acres. In the plains, civil construction shall be done in an area not exceeding 1.5 acres while in hills it will be limited to only 1.00 acre. The remaining area should be kept open for landscaping and other beautification work.

c.) If the companies owning tea gardens want to undertake tea tourism themselves in their names, no resumption under sub-section (3) of section 6 of the West Bengal Estates Act, 1953, will be required. But if they want to do it in a new name, resumption will be required and salami and land revenue at commercial rates will have to be paid.

d.) For a joint venture company i.e. between the existing tea company and another company, resumption will be required along with a fresh lease. Salami and land revenue at commercial rates will have to be paid. Further, the tea garden company should have a majority share in Joint Venture Company.

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### JOB HIGHLIGHTS

#### CIFT

- Central Institute of Fisheries Technology, Cochin requires 21 Technical Assistant, Stenographer Gr. III, LDC & Skipper Gr. II.

**Last Date : 30 Days after publication**

#### UPSC

- Union Public Service Commission invites applications for various posts.

**Last Date : 15.05.2014**

#### RESULT

- Union Public Service Commission declares written part of the result of Central Armed Police Forces (Assistant Commandants) Examination, 2013
- Intelligence Bureau declares the final result of ACIO-II/ Exe. Examination-2013

Turn over the pages for other vacancies in Banks, Armed Forces, Railways, PSUs and other Govt. Depts

### WEB EXCLUSIVES

Following item is available in the Web Exclusives section on www.employmentnews.gov.in :

- 1. Sam Bahadur - The Indefatigable Field Marshal and his Tryst with Death

For Informative articles on current affairs you can also visit :

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## CAREER OPPORTUNITY IN PACKAGING INDUSTRY

Dr. Tanweer Alam

### PROLOGUE

During pre-historical era people hunted for food and soon they realized that they could keep their food longer if they protected it. Therefore, they made pockets out of large leaves and animal skin and kept water in containers made out of coconut shells and dried skins of vegetables. Gradually, packaging came into existence to take care of consumer goods, medicine and food and packaging was introduced in the year 1875 by Mr. Henry J. Today, virtually everything we use needs packaging.

### POTENTIAL OF INDIAN PACKAGING INDUSTRY

The Indian packaging industry is currently \$ 18.8 billion with a growth rate of above 12.36% per annum more than twice the global average while our GDP growth was 8.5%. Not only is the industry growing rapidly but it is also creating lucrative jobs for those who find a career in it. India's Rs 65,000 crore packaging industry is expected to grow at 18-20% to reach Rs 82,500 crore by 2016. The sales turnover of the Indian packaging industry is expected to reach \$ 43.7 billion by 2016 India's per capita consumption of packaging is only 4.3 kg per person per annum, as against Germany's 42 kg and China's 20 kg, which is very low compared to global standards. Initiatives are needed to convert the large unpacked commodities into

processed and packed and well-presented commodities. India's imports at 20-25% with a value of \$ 125 million of its total packing machinery indicate further opportunities not only for Indian companies to increase their share in domestic market but also for International companies to explore new business opportunities in India.

The food and beverage and pharmaceutical segments occupy the largest share in the packaging industry, accounting for 85 per cent and 10 per cent, respectively. The plastic packaging market is expanding rapidly registering a growth of 20-25 per cent per annum and is valued at 6.8 million tonne while the paper packaging industry stands at 7.6 million tonne. The packaging industry is poised to grow rapidly led by the increasing use of innovative packaging equipments and the rising flexible packaging market.

Of the total, paper packaging alone constitutes 7.6 million tonne. In fact, 40% of the total paper production goes for packaging. Plastic packaging comes next at 6.8 million tonne and growing at 20-25%, whereas glass packaging contributes to 4-5% and metal 8%.

### Fact and Figure about Packaging: In the route of advanced technology

- The Indian packaging industry, growing at an annual rate of more than 12-15 per cent, is valued at \$ 15.6 billion (INR 85,000 crore).

- In the next five years, the sector is expected to triple to around \$ 60 bn.

- The net profit of the packaging industry spurted 104.5 percent during Q3 FY08, against a growth of 29.5 percent in the December '06 quarter.

- The large growing middle class, liberalisation and organised retail sector are the catalysts to growth in packaging.

- More than 80 percent of the total packaging in India constitutes rigid packaging. The remaining 20 percent comprises flexible packaging.

- There are about 600-700 packaging machinery manufacturers, 95 percent of which are in the small and medium sector located all over India.

- Indian packaging machinery imports are \$ 125 million.

- The import (customs) duty for packaging machinery is 25.58 percent for 2007-08.

- Germany and Italy are the latest suppliers of packaging machinery to India but focus is now shifting on Taiwan, Korea and China.

- Indian packaging machinery exports are rapidly growing.

- India's per capita packaging consumption is less than \$ 15 against world wide average of nearly \$ 100.

- The total demand for paper is estimated to be around 6 mn tones, of which about 40 percent is consumed by the packaging industry.

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e.) No outside entity will be allowed.  
f. No land under actual tea plantation is to be used for tea tourism and under no circumstances area under tea plantation should be reduced.  
g.) Tea gardens can make use of existing guest houses/bungalows with necessary renovations if required for temporary accommodation of tea tourists.

h. Any new civil construction will have to be done under the technical guidance and vetting of an Expert Committee of engineers and architects to be selected by the Tourism department in consultation with tea associations and the Tea Board. The civil construction will be eco-friendly and buildings so constructed will be limited to two-storeys. The projects should be self-contained in terms of water and sanitation and should not result in

additional loads on the environment.  
i. The Tourism department will develop the Detailed Project Report (DPR) check list for submission of a formal proposal for tea tourism. The DPR of tea tourism projects in the prescribed format is to be submitted to the District Magistrate & Collector who in turn after necessary verification will send it to the convener of the Screening Committee to be constituted by the Government.

**Conclusion:**  
With the initiatives listed above, tea tourism is bound to prosper. Besides this would also help in developing the employment avenues for the people of the North Eastern States and improving its rural economy.  
**Dr Sarmistha Sarma, Associate Professor, Department of Management Institute of Innovation In Technology and Management (Affiliated to Guru Gobind Singh Indraprastha University), E-mail:- chiefeditor@cpmr.org.in**

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- Laminated products including form-fill-seal pouches, laminated tubes and tetra packs are growing at around 30 percent p.a.
- The flexible packaging market has overridden the convectional rigid packing and accounts for a share of 22 per cent in the Indian packaging industry. Flexible packing offers more protection, convenience, saves raw material and is economical.
- The food packaging equipment market is valued at Rs. 3, 558 million and is flourishing

**BROADER CONCEPT OF PACKAGING TECHNOLOGY**

Packaging is heavily integrated into our day to day lives and we see it around us. Packaging is the technology, science and art of enclosing or protecting products for selling, using, storing and distribution. Packaging also refers to the process of production, evaluation and designing of packages. Packaging encompasses numerous disciplines from science, Technology and engineering to printing, marketing and graphic design. Broadly, the areas cover design, man-

ufacture and marketing. Packaging technology offers multi-disciplinary careers and requires specialized knowledge of the materials, processing, design, quality, and environmental trends. A packaging technology guides about right packaging material and right shape from the preservation as well as production point of view based on his/her knowledge of chemical and mechanical engineering. Designers and artists who can innovate and design attractive eye catching packaging that stands out on the shelf are always in demand. Is it used for several purposes like:

- Colorful designing and carrying information that make attractive displays
- Facilitating transportation and storing of products
- Protection of products from contamination from theft and environmental damages
- Defining the amount of content in a pack

**INDUSTRIAL NEED OF PACKAGING TECHNOLOGY**

Packaging professionals are in great demand in packaging industries and it is highly desirable that the executive in charge of packaging must either know

or have access to technical knowledge on the methods and materials for construction of packages. The courses in the field of packaging combines many skills pertaining to packaging of plastic/wood/glass and textiles and materials, machines and marketing considered for packaging. There are some 600 to 700 packaging machine manufacturers, 95% of which are in small and medium sector and located all over the country.

**JOB OPPORTUNITIES**

It's not only Indian B-schools and engineering colleges that are on the radar of international academic community. Packaging institutes, too, are attracting similar attention. There are more than 35000 packaging units throughout the country and most of them are unorganized and lack of skilled manpower which requires on an average 3000 packaging professionals annually. There is great demand of packaging professional worldwide. Graduates in any science stream or engineering and technology background can choose packaging as career. Packaging professionals are offered jobs in the areas of production, purchase/marketing and R&D in leading packaging industries including MNCs

with a good remuneration. The Indian packaging industry growing more than double rate of global average but it is also creating lucrative jobs for those who find a career in it. There is also positive trend in pharmaceutical and FMCG companies also hiring packaging professionals. In the current scenario, packaging companies both large and small are looking for Indian packaging professionals who can bring value to their products and incorporate higher levels of technology. After implementation FDI in retail chain there will be tremendous job opportunity in packaging.

**COURSE OFFERED BY INDIAN INSTITUTE OF PACKAGING**

Only few institutions are offering packaging course and Indian Institute of Packaging is one of the pioneer Institute in this field of packaging. The Indian Institute of Packaging (IIP) established by the Ministry of Commerce and Industry, Govt. of India is based in Mumbai with branches in Delhi, Chennai, Hyderabad and Kolkata.

**Dr. Tanweer Alam, Joint Director and Regional Head, IIP Delhi**

**NOTICE REGARDING WINDOW ADVTS**

Employment News is mandated to provide detailed information related to jobs/training/educational opportunities to the unemployed youth from all parts including the remotest areas of the country. In accordance with the government guidelines, advertisers are requested to send detailed advertisement which includes information on the number of posts, age, educational qualification, experience and mode of submission of application etc. for publication in EN/RS to help applicants get a full picture of the concerned vacancy. Incomplete, sketchy or ambiguous advertisements are not accepted by EN for publication.

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**NEWS DIGEST**

- The President of India Sh. Pranab Mukherjee has appointed Justice G. Rohini, senior-most Judge of the Andhra Pradesh High Court the first woman Chief Justice of the Delhi High Court. Justice Rohini will be the 10th woman judge in the Delhi High Court. Justice Rohini (58), who hails from Visakhapatnam in Andhra Pradesh, will have four-year tenure as Chief Justice. The senior-most judge of the Supreme Court, Justice R.M. Lodha has been appointed as the 41st Chief Justice of India. He will succeed present CJI P. Sathasivam, who retires on April 26.
- United Nations Educational Scientific and Cultural Organization will be sending a team of archaeological experts in June to examine the heritage sites in New Delhi and Shahjahanabad and decide on according Delhi the status of world heritage city.
- In another fortnight, India will be conducting one of the most complex interceptor missile tests. For the first time a state-of-the-art interceptor missile at supersonic speed will seek to engage and destroy an incoming target missile at a very high altitude of 120-140 km over the Bay of Bengal. Entirely new interceptor and target missiles have been developed by scientists of the Defence Research and Development Organization (DRDO) for the upcoming engagement, to be conducted in exo-atmosphere (altitude above 40-50 km) on April 27 or 28.
- Global commerce is set to grow by 4.7 per cent this year, the World Trade Organization said on 14th April, with recovery in rich economies expected to mitigate risks in developing nations. The WTO previously had forecast that trade would expand by 4.5 per cent in 2014, up from an estimated rate of 2.1 per cent in 2013. So, the latest forecast points to substantially more than a doubling of the growth achieved last year.
- The Government has appointed Admiral RK Dhowan PVSM AVSM YSM ADC as the Chief of the Naval Staff. He has commanded frontline warships INS Khukri, INS Ranjit, INS Delhi and served as Chief Staff Officer (Operations) Headquarters Western Naval Command. He has also served as Indian Naval Adviser at the High Commission of India, London. He has commanded the Eastern Fleet as Flag Officer Commanding Eastern Fleet and served as Chief of Staff at Headquarters Eastern Naval Command, Visakhapatnam. He also has the distinction of commanding the prestigious 'National Defence Academy', his alma mater as the Commandant.
- 61st National Film Awards for the year 2013 announced : Best Feature Film - Ship of Theseus, Best Popular Film - Bhaag Milkha Bhaag (Hindi), Best Director - Hansal Mehta, Shahid (Hindi), Best Actor (Shared) - Shahid (Hindi), Suraj Venjaramoodu & Raj Kumar, Perariyathavar (Malayalam), Best Actress - Geetanjali Thapa, Liar's Dice (Hindi), Best Supporting Actor - Saurabh Shukla, Jolly LLB (Hindi), Best Supporting Actress (Shared) - Amruta Subhash, Aida El-Kashef & Astu (Marathi), Ship of Theseus, Best Non-Feature Film - Rangbhoomi (Hindi), Best Director (Non-Feature) - Pranjal Dua, Chidiya Udh, Best Book- Cinema Ga Cinema (Telugu), Best Film Critic- Alaka Sahani (English).
- The Sangeet Natak Akademi Fellowships and Sangeet Natak Akademi Awards for 2013 were given by the President at a function in Rashtrapati Bhavan on 11th April. Akademi Ratna, the Fellowship, was conferred on Dr. Kanak Rele, R. Sathyanarayana, and Mahesh Elkunchwar. The Fellows received a cash purse of Rs. 3 lakh. The awards for overall contribution and scholarship in the performing arts were presented to Mysore V. Subramanya and N. Ramanathan.
- The 45th Dada Saheb Phalke Award will be to veteran film lyricist and director Gulzar for his outstanding contribution to the growth and development of Indian cinema. The award includes a Swarn Kamal (golden lotus), cash component of Rs. 10 lakhs and a shawl.