

**AN ANALYTICAL STUDY ON THE MARKET POTENTIAL  
AND PROBLEMS OF TEA INDUSTRY OF ASSAM**

**A PROJECT REPORT SUBMITTED TO**



**Gauhati University  
Guwahati – 14**

**In partial Fulfillment of the Requirement for the Award of the  
Degree of Bachelor of Commerce**

**By**

**PRARTHANA LAHKAR**

**Roll No. : UC-211-200-0261**

**G.U. Registration No. : 21025657**

**YEAR : 2021-22**

**Under the Supervision of**

**DR. RIMAKHI BORAH**

**Assistant Professor**

**Nalbari Commerce College, Nalbari**

### CERTIFICATE

This is to certify that the project titled **AN ANALYTICAL STUDY ON THE MARKET POTENTIAL AND PROBLEMS OF TEA INDUSTRY OF ASSAM** submitted partial fulfillment for the award of bachelor of Degree under Gauhati University in a record of bonafide research work carried out by under **PRARTHANA LAHKAR** my guidance and no part of this has been submitted for the award of my Degree /Diploma/Fellowship of the similar titles.

PLACE : Nalbari

Date :

*Rimakhi Borah*  
22/05/24

DR. RIMAKHI BORAH

Assistant Professor

Nalbari Commerce College, Nalbari

## DECLARATION

I hereby declared that this project entitled **AN ANALYTICAL STUDY ON THE MARKET POTENTIAL AND PROBLEMS OF TEA INDUSTRY OF ASSAM** submitted in partial fulfillment forward of Bachelor Degree of Gauhati University, is a record of independent research work carried out by me under the guidance of **DR. RIMAKHI BORAH**, Assistant Professor, Nalbari Commerce College.

I also declare that this project is a result of my own effort and has not submitted earlier for the award of Degree/Diploma/associate-ship/price by Gauhati University or any other university.

Place : Nalbari

Date :

*Prarthana Lahkar*  
22/05/24

**PRARTHANA LAHKAR**

**Roll No. : UC-211-200-0261**

**GU Registered No. : 21025657**

**Year : 2021-22**

## ACKNOWLEDGEMENT

AT the very outset, I would like to express my deep sense gratitude to **DR. RIMAKHI BORAH**, Assistant Professor, Nalbari commerce College, under whose advice this work has been completed.

I am also thankful to all the professors of Nalbari-commerce college whose invaluable help have made my Research project a successful one. I find no word to gratefully acknowledgement the inspiration given to me by my friends.

My greatest thanks are to all who wished me success specially my parents whose support and care makes me stay open earth.

*Prarthana Lahkar* 22/05/24

**PRARTHANA LAHKAR**

B COM 6<sup>TH</sup> SEMESTER

PLACE: Nalbari

DATE:

ROLL NO. : UC-211-200-0261

YEAR - 2021-22

G.U REGISTRATION NO: 21025657

# Table of contents

|                                     |           |         |
|-------------------------------------|-----------|---------|
| 1. Introduction                     | CHAPTER-1 | 1 - 11  |
| 2. Cultivation                      |           |         |
| 3. Importance                       |           |         |
| 4. Economic Benefits                |           |         |
| 5. Health Benefits                  |           |         |
| 6. Literature Review                | CHAPTER-2 | 12 - 17 |
| 7. Research Gap                     |           |         |
| 8. Research methodology             | CHAPTER-3 | 18 - 23 |
| 8.1 Significance of the study       |           |         |
| 8.2 objectives of the study         |           |         |
| 8.3 Limitations of the study        |           |         |
| 8.4 Research question               |           |         |
| 8.5 Research methodology            |           |         |
| 8.5.1. Design of study              |           |         |
| 8.5.2. Area of study                |           |         |
| 8.5.3 Sample size                   |           |         |
| 8.5.4 Source of Data                |           |         |
| 8.5.5 tools and techniques          |           |         |
| 9. Data analysis and Interpretation | CHAPTER-4 | 24 - 32 |
| 10. conclusion                      |           |         |
| 11. Findings                        | CHAPTER-5 | 33      |

CHAPTER-11. Introduction

Tea is the second most consumed beverage after water at the global level. Today, world tea consumption is estimated at 7.4 billion kilograms and expanded at an average rate of 6.5% per year. And across the globe we drink over 5 billion cups of tea each day. There are many types of tea, depending on their oxidation levels: green, yellow, black etc. The introduction of assam tea bush to Europe is related to Robert Bruce, a Scottish adventurer who apparently encountered it in the year 1823. He discovered tea plants growing wild in upper Brahmaputra Valley in Assam.

Mamirao Dutta Baruah popularly known as Mamirao Dewar was the first Indian to start planting tea in Assam. He was a Dewar (Chief administrative and financial officer) of Assam Company until he resigned in 1841 to start his own tea estate.

The State of Assam is the world's largest tea-growing region by production, lying on either side of the Brahmaputra River and bordering Bhutan