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. People wish to visit this region and colored with delicate flavor referred to as 'muscatel'. It is also described as 'flowerly' sometimes. Darjeeling has a total of 17,620 ha of tea cultivation producing 70,600 metric tons of tea. Therefore tea, we go further east we get the land of one horned Rhino 'Assam'. Assam or Axom out of coconut shell without realizing 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 Assam. Assam is the single largest tea growing region in the world.

PROSPECTS OF TEA TOURISM
Tea tourism is a modern concept. Research by Jollifftee 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 experiential travel opportunity 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, Sri Lanka 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 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 who 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 tea tourism by the West Bengal government are under as under-

1. The term "tea tourism" will broadly cover facilities inside the tea garden to attract tourists in the midst of a tea garden or estate, staying in a heritage bungalow, tea plantation home-stay in a tea-village or in a modern resort. Trekking in the natural beauty of a lush tea garden, undertaking a tea-testing session, visiting a modern tea factory and even trying making a cup of tea. The opportunities 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 another company. Construction shall be done in an area not exceeding 3.5 acres while in hills it will be limited to 1.00 acre. The remaining area should be kept open for landscaping and other beautification work.

c) Only one tea garden per estate wants 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.

3. For a joint venture company i.e. between the existing tea company and another company, the construction will be required along with a fresh lease.

Salami and land revenue at commercial rates with the joint venture company will be required.

The tea garden company should have a majority share in Joint Venture Company.

CAREER OPPORTUNITY IN PACKAGING INDUSTRY

Dr. Tanweer Alam

PROFILING
During pre-historical era people hunted for food and soon they realized that they could keep their food longer if they protected it. Therefore tea, we go further east we land the one horned Rhino 'Assam'. Assam or Axom out of coconut shell without realizing 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 Assam. Assam is the single largest tea growing region in the world.

The large growing middle class, liberalized economy and other catalysts are the 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 $12.5 million compared to exports of $60.00.

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

-India's imports of packaging machinery are expected to triple to $30 million by 2016.

-International companies to explore new markets and create alliances with Indian companies.

-INR 85,000 crore.

-Net profit of the packaging industry is expected to grow at 20-25 per cent per annum, and is valued at 6.8 million tonnes while the paper packaging industries stands at 7.6 million tonnes.

-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 tonnes. In fact, 40% of the total paper production goes for packaging. Plastic packaging comes next at 6.8 million tonnes and grocery bags at 20-25%, with a growth rate of 4-5% and metal 8%.

Fact and Figure about Packaging:

1. The Indian packaging machinery is expected to grow at 20-25% with a value of $ 125 million of its total packaging machinery indicate further opportunities not only for Indian companies to increase their share in domestic market but also for other companies to explore new business opportunities in India.

2. The food and beverage and pharmaceutical segments occupy the largest share in the packaging industry, accounting for 45 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 tonnes while the paper packaging industry stands at 7.6 million tonnes.

-Potential of Indian Packaging Industry

The Indian packaging industry is currently valued at Rs 65,000 crore per annum. In the next five years, the sector is expected to triple to around Rs 290,000 crore. In the next five years, the sector is expected to grow at 20-25% with a value of $ 125 million of its total packaging machinery indicate further opportunities not only for Indian companies to increase their share in domestic market but also for other companies to explore new business opportunities in India.

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TEA TOURISM IN NORTH... Continued from page 1

...essential renovations if required for tea plan...No outside entity will be allowed.

(2) A tea tourist will have the right to use of exist...square for 22 per cent in the Indian packaging indus...Packaging offers more protection, convenience, saves raw mate...in any science stream or engineering background.

-CAREER OPPORTUNITY IN... Continued from page 1

...Laminated products including form...Industry.

-BROADER CONCEPT OF PACKAGING TECHNOLOGY

Packaging is held ideally integrated into our day to day lives and we see it around us. Packaging is the technology for the art of protecting, selling, storing, and distributing. Packaging also includes the designing of packages, its evaluation, and designing of packages. Packaging encompasses numerous disciplines from science, technology and engineering to print...Broadly, the areas cover design, marketing and graphic design. A packaging technology guides the professional to...Packaging professionals are in great demand. Is it used for sever...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 packaging are designed for packaging professionals...There is great demand of packaging professionals worldwide. Graduates in any science stream or engineering and technology background can choose packaging as a career. Packaging professionals are in high demand in the industries of production, purchase, marketing and R&D in leading packaging industries including MNCs and is flourishing.

-INDUSTRIAL NEED OF PACKAGING TECHNOLOGY

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-CONCLUSION

With the initiatives listed above, tea tourism is bound to prosper. Besides this also will help in developing the potential of a large number of people of the North Eastern States and improve the lifestyle of the people there.

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