

REPORT OF INTERACTIVE SESSION ON TEA INDUSTRY

Title: Emerging Trends in Indian Tea Industry

Date: 16th September 2019

Speaker Name: Mr. Prabhat Kamal Bezboruah, Chairman – Tea Board of India

Speaker Profile:

Mr. Prabhat Kamal Bezboruah is the present Chairman of Tea Board of India.

Mr. Prabhat K. Bezboruah is a Graduate in Chemistry from Dibrugarh University, after which he completed his PGDM from Indian Institute of Management (IIM) Calcutta in 1980. He also holds a Master's Degree in Finance from Wharton School under University of Pennsylvania, USA.

Prior to this appointed, he has a vast experience of working in key leadership position in different organizations like: Bank of America, Director of Bokahola Group of Tea Cos., Chairman-Tocklai Tea Research Institute, Chairman- Assam Tea Planters Association, Director-Assam Tea Company Ltd. etc. to name a few.

Participants Profile:

The Session was attended by students of MBA Program

Description about the Session:

The session gave a deep understanding of the Tea Industry of Assam. It informed the audience about various types of Tea, manufacturing processes and role of Tea Board. The session covered the current scenario of the global tea market, the competition the Indian tea industry as well as Assam is facing. The future Opportunities and Challenges anticipated for the industry was also discussed in detail. At the end, there was a question answer session, in which students actively participated to gain knowledge about the industry.