

A comprehensive and vividly illustrated research-based coffee table book titled

The Heritage of Indian Tea

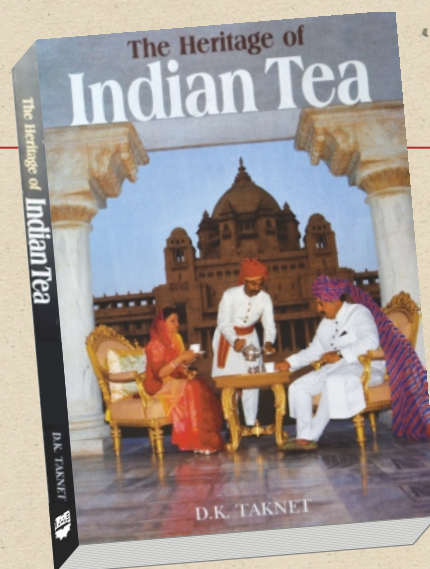
ISBN : 81-85878-01-3

First edition : 2002, second edition : 2003, third edition : 2005, fourth edition : 2009, fifth edition : 2012,
Sixth edition : 2015, seventh edition : 2017, eighth edition : 2019, ninth edition : 2020, tenth edition : 2021

Book size : 11.5"x8.5", finished : 11.5"x17" open

Pages : 264 printed on imported art paper

Rare visuals : 370 like paintings, b&w photos, line sketches, maps, documents etc.



Tea has found a permanent place in the lives and hearts of diverse people all over the world, and has been spreading cheer and camaraderie for over 4500 years. Poets and philosophers have lavished praise on it, and perhaps no other beverage has been the object of such ritual and ceremony across the planet. Today, over three billion cups of tea are consumed every day across the globe, making it the most popular and cheapest drink in the world after water. Its fragrance, flavour and gentle aroma generate a sense of pleasure, well-being, and fellowship across the world, round the clock.

India is the largest producer and consumer of tea in the world. Since the mid-nineteenth century, tea has been one of the largest foreign exchange earners and a major source of state and central taxes. Being eco-friendly, it is also a caring industry that generates income and livelihood for nearly 20 million people in the country.

This coffee table book offers a perspective of the history of the tea industry in India, the role tea plays in our lives and that of our country, and the wide-ranging developmental initiatives that have for decades been undertaken by the Indian tea industry. This is a story that needs to be told because few are acquainted with the fascinating process through which the tea that enters their markets and homes passes prior to being a part of the cup they hold in their hands every morning, and how it beneficially impacts the lives of millions of hitherto marginalised individuals.

A well-researched and carefully documented book, it analyses the problems that are threatening to bring the Indian tea industry to its knees and hampering its ability to invest, modernise, grow, and remain competitive in world markets. It raises important questions that deserve serious attention and, above all, decisive action. The author presents a balanced, scholarly, and comprehensive picture of the industry as a whole bringing many hitherto unexplored facets to light that will interest tea professionals and tea enthusiasts alike.



■ OPINIONS, VIEWS AND REVIEWS

This book explains the road ahead well. It is comprehensive in its coverage and contains beautiful photographs; especially of tea gardens...Combined with its well-researched history of tea-growing and tea companies, this book should be useful to all interested readers.

Atal Bihari Vajpayee, former Prime Minister of India.

The history of the Indian tea industry is a glorious record of continuous development of a century-old industry which became a valuable national asset...the industry has also played a significant role in the socio-economic development of the tea-growing areas.

Yashwant Sinha, former Finance Minister, Government of India.

My heartiest congratulations to Dr Taknet for his well-documented and beautifully illustrated book on the glory of Indian tea.

Murasoli Maran, former Minister of Commerce & Industry, Government of India.

This well produced and documented book provides valuable information on various interesting facets of Indian tea.

K.C. Pant, former Deputy Chairman, Planning Commission.

Dr D.K. Taknet's book is a well-researched and insightful effort at providing a holistic perspective of the industry. This research study is extremely interesting because of its style and rare pictures...Overall, the work provides a well-rounded picture of the Indian tea industry.

Ratan N. Tata, Chairman, Tata Industries Ltd., Mumbai.

It is a well researched and illustrated book of our tea industry...The book fills many gaps in earlier studies on the industry.

Khushwant Singh, Writer and Journalist, New Delhi.

It is undoubtedly a landmark research study which provides an absorbing account of the growth and contribution of the tea industry over a century...Needless to say, the points brought out are worthy of consideration, particularly those relating to the socio-economic development of the country.

Abid Hussain, former Ambassador to the USA and Secretary, Commerce, Government of India.

The focus on the unsung heroes of the industry, the socially and economically deprived workers, adds a refreshingly new dimension to the study.

R.A. Mashelkar, Director General, CSIR & Secretary, Department of Scientific & Industrial Research, Government of India, New Delhi.

This pictorial book is thoroughly researched and highly informative, shedding new light on the wide-ranging welfare activities of the industry simply but lucidly. We need more such studies on the corporate world to highlight its socio-economic role in the development of the country.

Chirayu R. Amin, Former President, Federation of Indian Chambers of Commerce & Industry, New Delhi.

It is a very well-researched and enlightened scholarly work. Detailed analytical appraisal makes it a unique business history as well.

Prof M.L. Sondhi, former Chairman, Indian Council of Social Science Research, New Delhi.

