

# Largest Sustainable Organic Tea Producer & Exporter from India





# Organic Jalinga T.E., Assam Teas



- Its a family run enterprise in tea business since 1935. Mr. Kirit Patel & son Mr. Ketan Patel are the owners
- South Assam Location: JALINGA T.E. – Silchar/Dwarbund
- In 2004, gardens moved into organic farming under Inhana Bioscience's technology of Rational Farming® Technology
- Total Organic production from Jalinga is 900MT annually – 100% exports created in the past 8years
- Producing high quality Organic White tea, Oolong tea, C.T.C. & Orthodox & Green teas
- **Jalinga tea estate is the only CO2 Neutral certified tea estate in the world**

**Single Largest Sustainable Organic tea estate in India**



# Jalinga Certifications



- Organic Certified by Lacon, Germany:
  - NOP / NPOP / EC 834/2007 & JAS
- CO2 Neutral certified by Soil and More, Netherland
- Fairtrade certified (FLO ID - 29907)
- Rainforest Alliance certified
- ETP Certified
- UTZ Certified
- Eurofin Germany MRL Test Reports - test regularly for Purity since 1995
- ISO 22k, HACCP & FSSC 22000(1st tea estate in India to get this food safety certification)





# JALINGA CO2 NEUTRAL TEA LINE



White tea

Oolong tea

Green tea

Orthodox tea

CTC teas



In 2018 started making Matcha Green tea powder, Lemongrass, Blue Pea Butterfly Flower etc

Composting at DWARBUND T.E., Assam



## **NOVCOM COMPOST UNDER RATIONAL FARMING®**

### **JALINGA**

produces inhouse 6000 MT  
Compost

- Novcom compost produced in 25 days – shortest time
- High Temp. 65-70 C to pasturize and kill Pathogens
- Highly energized manure and hence small quantity needed (2MT/Hect.)
- Made of green matter and cow manure available locally
- Technology is effective in the conversion of all organic & non-organic waste

Composting at JALINGA T.E., Assam





# Raw Material for Composting - 100% recycled



Every year to produce 3000MT of final compost, atleast 10,000MT of green matter, pruning litter, weeds etc. from the tea plantation is used as raw material

# Certificate

## ***On the Carbon Footprint (Accounting) Assessment by Soil & More International***

*This document verifies that the carbon footprint for the following farms was carried out according to the internationally recognized methodology of the 'Cool Farm Tool':*

### **Jalinga Tea Estate**

*From a previous study, the carbon footprint was found to be 4 kg of CO<sub>2</sub>e / kg made tea until storage facility in Calcutta, if sequestration in the soil and in shade trees is not considered. If carbon sequestration from compost application, mulching of prunings and carbon sequestered in shade trees is considered, the following carbon footprint has been identified:*

***-0.2 kg of CO<sub>2</sub>e / kg made tea in storage facility in Calcutta***

***This means that more carbon has been sequestered, than is emitted.***

Respectfully

Driebergen, March 20<sup>th</sup> 2013,



Tobias Bandel  
Managing Partner, Soil & More International



*This assessment was carried out remotely using data provided by the client. The accuracy of the data has not been verified by a third party. The 'Cool Farms Tool' is a carbon assessment tool with broad recognition in the market place and it allows accounting for greenhouse gas sequestration through sustainable farming practices. More information on the tool can be found here: [www.coolfarmstool.org](http://www.coolfarmstool.org)*



# Woman Empowerment at Jalinga T.E.



- 65% of workers at Jalinga are women of total 1500
- Workers Fairtrade Joint Body Committee consists of 60% women workers since 5years & now Roma Gonju & Soma Mal stood up for local Panchayat elections in dec 2018. Soma Mal won the election as well







# Various Social projects at Jalinga

Attached photos showing:

- Estate Hospital & School supported by our partners Yogi Tea & Qtrade USA for our workers & their families.
- Computers installed for workers children in our schools.
- Honest Tea USA distributed aluminium water bottles
- Lifebrand sponsored workers toilets.



# 1<sup>st</sup> time in a Tea Estate in India TLUD Gasifier Cook Stove – Jalinga Tea Estate workers

- Most cookstoves are bottom lit up, TLUD is top lit up draft
- Earlier workers were cutting wood & were using for cooking
- This cookstove requires 60% less biomass for combustion
- Cook time is 50% faster, no fumes no carbon emission from cooking, produces charcoal at the end, which is inturn used in the factory dryers & reduced our coal requirement by 30% annually
- We gave 1500 cookstoves to our workers & last year we signed up for the **1st Carbon Credit Project in a tea estate in the world with a cookstove project with Atmosfair Germany**
- We will earn Gold Standard UNFCCC certified Carbon Credits from March 2018
- Buyers can now offset or reduce their Carbon Footprint by buying carbon credits from Jalinga. Showcasing Sustainability through the supply chain, another 1st in a tea estate in the world





# NORTH AMERICAN TEA CONFERENCE, CANADA SEPTEMBER, 2018



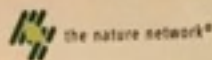
TURNING A  
NEW LEAF

NINTH ANNUAL  
NORTH AMERICAN TEA CONFERENCE

SEPTEMBER 25-27, 2018

HILTON HOTEL AND SUITES, NIAGARA FALLS/FALLSVI

## SPONSORS



Martin Bauer Group



浙茶集团  
ZHEJIANG TEA GROUP

## SPONSORS



AMERICA'S **BIGELOW.** CLASSIC  
FAMILY TEA BLENDERS SINCE 1945

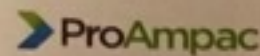


McLEOD RUSSEL  
*Believe in tea*

The Carstone  
Group Inc.



American Instants, Inc.



Suffolk Facility  
Viter Packaging Inc., Emerson Division

t-sac



# NORTH AMERICAN TEA CONFERENCE, Niagara Falls, Canada - Sept 2018


In recognition of their initiatives on Sustainability within the tea industry,  
this certificate is presented to

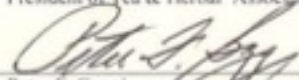
**Jalinga Tea Co (I) Pvt Ltd**

*Sustainability as a Business Model*



Awarded by  
North American  
Tea Conference  
September 25-27, 2018

  
Shabnam Weber  
President of Tea & Herbal Association of Canada

  
Peter F. Goggi  
President of Tea Association of USA



# NORTH AMERICAN TEA CONFERENCE, Miami, USA - Sept 2019



# Some of our esteemed Global Buyers



Ludwig H. O. Schroeder  
&  
Rudolph Hamann oHG  
Teemakler - Tea Agents  
since 1907





# JALINGA SMALL TEA GROWERS PROJECT (JSTG)





We at Jalinga are firm believers in an organic & sustainable way of life and have taken it upon ourselves to spread awareness about the benefits of going Organic. Hence, as one of our CSR projects we have reached out to Small Tea Growers in our neighbouring region giving rise to:

“JALINGA SMALL TEA GROWERS PROJECT (JSTG)” which has adopted **Dakshin Cachar Jaiba Cha Vikash Sangstha** to convert them to Organic methods and getting them certified Organic as well as Fairtrade certified to enable them to start earning Fairtrade premium.



Dakshin Cachar Jaiba Cha Vikash Sangstha consists of 39 small growers spread over 3 regions (gram panchayats) of Dwarbund, Bagbahaar and Loharbund, South of the Jalinga Tea Estate, with their land holding spread over 134 hectares.

**1st Organic & Fairtrade certified  
Small Grower Tea Village in India**





# THE ROAD AHEAD

## Small Tea Growers Project Scalability at Jalinga

Year	No of Growers	Green Leaf production	Tea Made
2018	32	120000	26000
2019 March	39	220000	50000
2019 Dec (exp.)	45	300000	65000
2020 (exp.)	100	500000	110000

Jalinga believes in Sustainable Organic tea production & is expanding capacity via adding value & building a longterm mutually beneficial partnership with Small Tea Growers. A new tea factory at Jalinga for the Small Tea Growers is soon coming up with Tea Board of India.

# ORGANIC T-TALES

Fresh from Garden to Cup



ORGANIC  
T-TALES  
EVERY TEA HAS A STORY ♡





The T-Tales brand was conceptualised two years ago by the two founders to bring world class organic tea in a branded form, especially for the domestic Indian market affordably priced, fresh from Garden to Cup! We have seen a lot of positive response for our teas in India and have decided to take the brand global as well. We are in the process of launching this brand in the U.S, Europe & the U.A.E in the coming months.



**NEERA BHATNAGER**  
**FOUNDER**



**KETAN PATEL**  
**FOUNDER**

# SIGNATURE BRANDING





# OUR TEA VARIANTS ARE CLASSIFIED INTO THREE CATAGORIES



**PURE TEAS** - Presenting you with classic all time favourites, Our Matcha Green, Darjeeling, Assam and English Breakfast are absolutely natural & pure teas.

**SUPER TEAS** - To bring you the health benefits of some of the superfoods while you sip your favourite cup of T-Tales, we have made an exclusive blend of Turmeric & Chia with our Masala Tea, Moringa with our Peppermint and Quinoa with our Mango Tea.

**FLAVOUR TEAS** - It is said that variety is the spice of life and keeping in tune with that spirit we introduce to you our Jasmine, Chamomile, Blueberry and Earl Grey Teas.



# Special

# Relationship With Marriott Hotels

Marriott has always been a special client for us and we share an amazing relationship with Marriott. We have worked with 50+ Marriott properties across the length and breadth of the country.

Marriott Hotel Whitefield, Bengaluru	Sheraton Grand Resort & Spa, Chennai	Marriott Executive Apartments, Hyderabad	The Westin, Valechery, Chennai
Marriott Suits, Pune	Le Meridien, Gurugram	Renaissance Hotel, Viceroy, Bengaluru	Le Meridien, Kochi
Marriott Hotel & Convention Centre, Hyderabad	Le Meridien, Nagpur	Renaissance Hotel, Ahmedabad	Le Meridien Resort & Spa, Mahabaleshwar
Renaissance Hotel & Convention Centre, Mumbai	Westin Garden City, Mumbai	Sheraton Grand Hotel & Convention Centre, Bengaluru	Westin Mindspace, Hyderabad
Marriott Hotel, Jaipur	Renaissance Hotel, Lucknow	The Westin, Pune	Marriott Resort, Goa
Le Meridien, Jaipur	The Westin, Pushkar	The Westin, Kolkata	Marriott Hotel, Indore
The Westin, Sohna, Gurgaon	Marriott Resort & Spa, Jaisalmer	Aloft Cessna Park, Bengaluru	Marriott Hotel, Kochi
Fairfield Marriott, Vishakhapatnam	Courtyard Marriott, Pune	Courtyard Marriott, Siliguri	Four Points by Sheraton, Kochi
Courtyard Marriott, Gurugram	Courtyard Marriott, Raipur	Fairfield Marriott, Goa	Courtyard Marriott, Ahmedabad
Courtyard Marriott, Hebbal, Bengaluru	Four Points by Sheraton, Mahabalipuram	Courtyard by Marriott, Chakan, Pune	Port Muzris, Kochi
Courtyard Marriott, ORR, Bengaluru	Four Points by Sheraton, Srinagar	Fairfield Marriott, Sriperumbudur	Courtyard Marriott, Bhopal
		Fairfield Marriott, Indore	

After GST we have become unique as we supply directly to all Marriott hotels pan india from our Kolkata Warehouse with JIT production & no distributor in the middle and direct relationship with all hotel Purchase, F&B Director, Head of Operations & also some GMs.



# JALINGA & T-TALES OVERSEAS EXHIBITIONS



World Tea Expo - Las Vegas, 2017



World Tea Expo - Las Vegas, 2018



Biofach Germany - February 2017



Scandinavia Organic Show, Sweden, 2019



Tea & Coffee Show - Mumbai - 2017



World Food Moscow - Russia, 2017



# Farmer's Own – Organic Coffee Brew Bag

In Feb 2020 we are launching Organic Coffee brew bag, 1<sup>st</sup> of its kind for Marriott hotels. Farmer's Own brand Story is that we buy directly from Small Marginal Organic Coffee farmers & give more value for their produce Without any middle man & also give additionally 2% of MRP Value back to these farmers to invest in better Organic practises as well as fight Climate Change issues in their daily lives





# JALINGA CLIMATE TEA RESEARCH FOUNDATION

(Non Profit organisation)

Partnership between Jalinga Tea Estate, Assam India  
&  
Atmosfair, Berlin Germany



JALINGA WILL BE THE CENTER FOR RESEARCH AND DEVELOPMENT FOR ALL ROUND ENVIRONMENT / CLIMATE FRIENDLY TEA PRODUCTION. IT WILL PRESENT A FINANCIALLY VIABLE FUTURE FOR THE WHOLE TEA INDUSTRY.

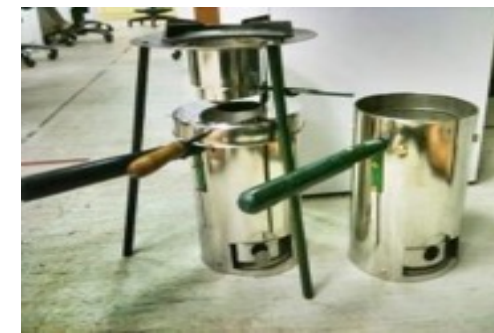
THIS IS THE 1ST SUCH CLIMATE FRIENDLY TEA PRODUCTION R&D CENTER IN INDIA. FROM APRIL 2020 JALINGA TEA FACTORY WILL BE A ZERO EMISSION TEA FACTORY, 1<sup>ST</sup> OF ITS KIND IN THE WORLD.



Once we have carried out the research in the above areas for about a year and documented the following:

- Reduction in use of fossil fuels
- Reduction of Carbon Emissions
- Reduction in cost of production by atleast 15/25%
- Lastly earn Carbon Credits with buy back arrangement with Atmosfair

**JCTRF will later offer this service/know how to the 100 odd tea estates in South Assam**



# Microbiological and Chemical Lab

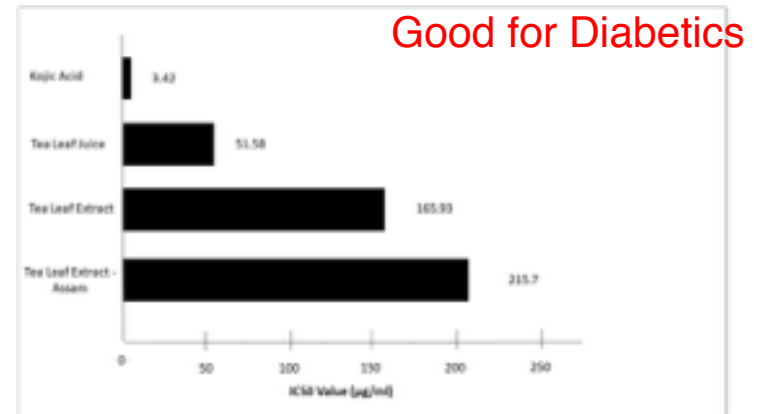
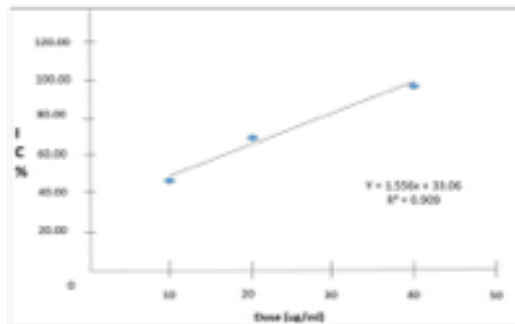
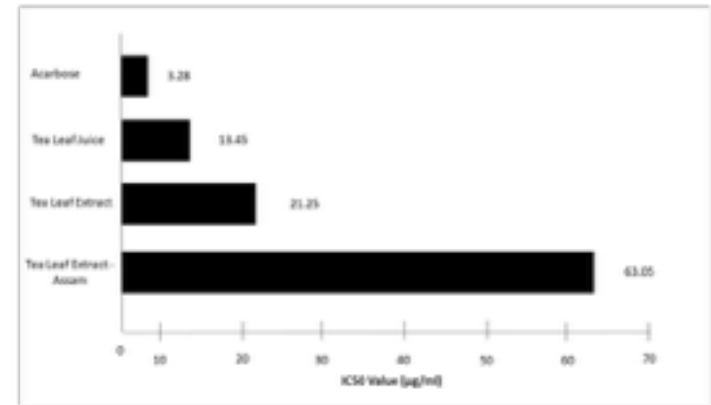
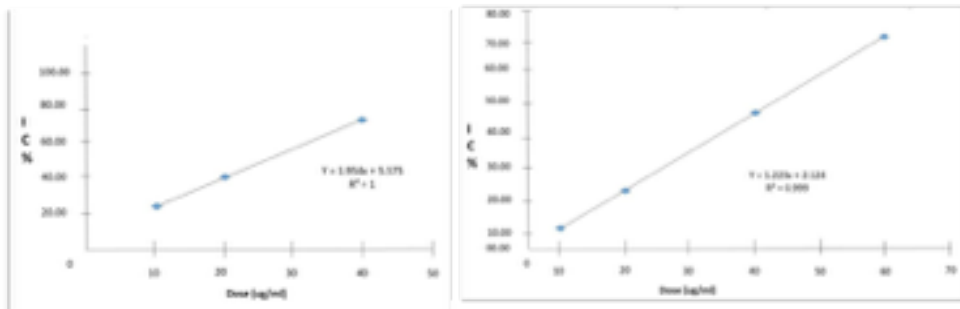


- Jalinda has recently built its in-house Laboratory with funding from ALDI, Germany. This is the 1<sup>st</sup> such laboratory in a tea estate in India
- We test our compost, compost water and soil regularly for Microbial Growth, Microbial diversity and rhizosheric ratio. Nitrogen content is also measured off site. We want to further equip our lab with an imported SEMI AUTOMATIC Nitrogen Analysers. Consisting of Digestion + Distillation + Titrationat
- Laboratory is also doing in-house research on Climate Change issues in tea and developing better Organic practises





# DEVELOP NEW PRODUCTS OUT OF WASTE



## Conclusion :

1. Mature tea leaf extracts having best antioxidant property in both assay models
2. Tea leaf extracts having better antioxidant property in both assay models than tea juice.
3. Good antioxidant capacity related to different physiological process eg. Delay of aging process, improve skin health, improve brain, heart, liver, kidney & other organs etc...
4. Tea leaf extracts can be used as good antioxidant to human health.

Skin withening

# JALINGA CHARITY RUN



In a first of its kind, we at Jalinga are excited to present to you our 1<sup>st</sup> edition of the “Jalinga Tea Run” - a Charity run inside India’s largest organic tea estate to be held on November 16 to 18, 2018.

**All proceeds will go to charity to benefit the Assam Tea workers & their children and the small farmers project in the region & to build a home for special / autistic kids at Jalinga**





# WEEKEND CARNIVAL

just

LIFEBRANDS  
RESPONSIBLE ENJOYMENT

PRESENTS

# Jalinga

Tea Run

HALF MARATHON | 10K | FUN RUN

ASSOCIATE SPONSORS

English  
Tea Shop

EVERTON  
Tea House  
Taste of Nature

TATA TEA  
GIFTING PARTNER

TRADE  
TEA & HERBS  
TROPHY SPONSORS

www.jalingatearun.com

Jalinga Tea Estate,  
Dowranford, Assam

we welcome you to  
**Jalinga**  
Tea Run

HALF MARATHON | 10K | FUN RUN

16<sup>th</sup> Nov  
17<sup>th</sup> Nov  
18<sup>th</sup> Nov

100% CHARITY RUN

# WEEKEND CARNIVAL



Usha Uthup

16<sup>th</sup>  
NOV  
Friday



DJ Vicky

3 DAYS  
2 NIGHTS  
PACKAGE

₹ 15,000

FOR SINGLE  
OCCUPANCY

₹ 25,000

FOR TWIN  
SHARING

AVAIL 80G CERTIFICATE

ALL FOR A  
GOOD CAUSE

Assam Tea Workers & their  
children / home for special  
autistic kids at Jalinga

#weekendforworkers

All packages include Airport  
Transfer, Accommodation  
All event access and food.

please call us  
at 96745 69645  
for further details

17<sup>th</sup> Nov - Saturday



Heartfulness Meditation

Speech by  
Sadhu  
Amrutcharit  
Das



Tea Tasting session

SYNCOPIATION



Live jazz band



pop-up store

18<sup>th</sup> Nov - Sunday



JALINGA TEA RUN



**Jalinga Tea Charity Run Aims to Make a Difference in Workers' Lives**



Posted in News on 8 November 2018

Australia Children Farmers Germany

North East

**A weekend of fun and a run at Jalinga tea estate**

About 100 people are expected to participate in the three-day programme which will include a half marathon, music fest, tea-tasting session and lots of other fun-filled activities

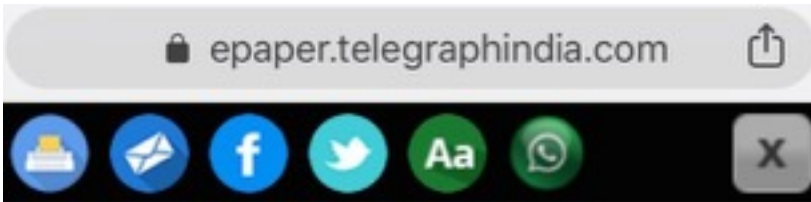
By Roopak Goswami in Guwahati

Published 14/11/18, 1:05 PM • Updated 14/11/18, 3:05 PM



Jalinga tea estate at Dwarbund in Cachar district

# JTR 1st edition Huge Success



## Jalinga run raised Rs 32 lakh: Director

**ROOPAK GOSWAMI**

Guwahati: Jalinga tea garden raised Rs 32 lakh from a charity run on Sunday, the garden's director, Ketan Patel has said.

The event, called the Jalinga Tea Run, was the first of its kind in a tea estate in India. It was a half marathon organised at the estate, located in the Dwarbund area of Cachar district in Assam.

Altogether 65 people participated in the run.

Other events, attended by a sizeable crowd from the country and overseas, were held on November 16 and 17.

Patel said he was happy with the response in the first edition of the event. "We have raised Rs 32 lakh for workers' welfare," he told this correspondent on Wednesday.

The amount will be used to build additional toilets, install hand pumps for labourers and buy computers for the workers' children.

"We will promote rugby, football and cricket for them," Patel added.

The funds, Patel said,



Participants in the Jalinga Tea Run

would also be used to increase the capacity of the small tea-grower project which has already been started at Jalinga.

"We will launch Farmer's Own, a retail brand, that will be organic and will market produce of small growers not just for tea but for other commodities too," he said.

From next year, there will be production of organic turmeric, ginger, lemongrass and green pepper, among others. The amount will be also used to build a home for special autistic children

at Jalinga.

"We will keep on adding more events and Jalinga Tea Run will be an annual affair for the welfare of our people," he said.

Jalinga is the single largest organic tea garden in the country with a total land holding of 1,100 hectares of which tea is planted in 600 hectares. It produces 8.5 lakh kg tea annually.

It is also the only carbon-neutral certified tea estate in the world which also earns carbon credits with a no-emission cooking stove.



Jalinga Tea Run hosted the first ever half marathon in a Carbon Neutral Tea Estate for the development of Assam tea workers and their children – and it was a success! Every registration was a direct contribution towards the welfare of tea estate workers. There were fun events like tea tasting sessions, yoga and meditation and other pop-up events!

Want to know more about this year's Sustainability Awards honoree? Visit their website: <http://jalingatearun.com>





# JTR 2.0 – Paradise Music Festival

## Jan 24 & 25, 2020

**JTR 2.0**  
*Paradise Music Festival*  
JALINGA TEA ESTATE, SILCHAR, ASSAM

**WORLD'S 1ST FULL MARATHON IN A CARBON NEUTRAL TEA ESTATE**

**REPUBLIC DAY WEEKEND**  
**24TH - 26TH**  
**JANUARY 2020**

**24 JANUARY**  
USHA UTHUP  
DJ LINE UP  
ADNAN  
A.AH ROY  
DKA

**25 JANUARY**  
DJ LINE UP  
ADNAN  
A.AH ROY  
DKA  
CALM CHOR

**CONCERT PACKAGES**  
24TH NIGHT - ₹1500  
25TH NIGHT - ₹2000  
SEASON PASS - ₹3000  
(24th & 25th)

**RUNNER PACKAGE AT**  
₹1000/-  
BUS, MEAL, T-SHIRT AND REFRESHMENTS

**ENJOY FLAT 25% OFF ON ALL PACKAGES**  
IN SUPPORT OF BUILDING A RESIDENTIAL SCHOOL FOR SPECIAL NEEDS CHILDREN

**ACTIVITIES INCLUDE:**  
SALSA WORKSHOP | YOGA SESSIONS | TREASURE HUNT | RAIN-FOREST TREK  
TEA TASTING | ORGANIC COMPOSTING PROCESS | POP UP STALLS | ARCHERY  
TEA PAIRING WITH CHEESE | CHARITY AUCTION OF HOTEL VOUCHERS

SCAN TO REGISTER NOW:  
Townscript | book my show  
www.jalingatearun.com  
8336027866 | 9830909093  
jalingatearun

Bus Pick-up & Drop-off Available : Silchar, Guwahati, Shillong, Aizawl

**JTR 2.0**  
*Paradise Music Festival*

24 - 26 Jan, 2020  
Silchar, Assam

### PROGRAMME SCHEDULE

#### 24th January

- 10am – 12pm : Organic Composting Process
- 10am – 12pm : Rainforest Trail
- 12pm – 2pm : Lunch
- 2pm – 4pm : Rainforest Trail
- 4pm onwards : Pop Up Stalls
- 3pm – 4pm : Treasure Hunt
- 4pm – 5pm : Zumba
- 5pm – 6pm : Salsa Workshop
- 6pm – 7pm : Auction
- 6pm – 7pm : Malt & Cigar Pairing Session
- 7pm – 12:30am : Usha Uthup Performance followed by DJs

**JTR 2.0**  
*Paradise Music Festival*

24 - 26 Jan, 2020  
Silchar, Assam

### PROGRAMME SCHEDULE

#### 25th January

- 5:30am onwards : Marathon
- 9am : Breakfast
- 10am – 2pm : Archery
- 10am – 11am : Awareness in Self Defence Session
- 10am – 12pm : Rainforest Trail
- 10am – 12pm : Organic Composting Process
- 12pm – 2pm : Lunch
- 2pm – 4pm : Auction
- 4pm onwards : Pop up Stalls
- 4pm – 4:45pm : Nirvana Yoga Session
- 5pm – 6pm : Tea Tasting Session/ Tea Pairing with Cheese Session
- 7pm – 8pm : Malt and Cigar Pairing Session
- 4:45pm onwards : Sundowner with various DJs of International and National Repute





# JTR 2.0 – Paradise Music Festival

Approx. 300+ people enjoyed the weekend at Jalinga. Guests from all over India as well as some Overseas Guests. 1<sup>st</sup> Full Marathon in a tea estate in the world, approx 100 Runners. CSR to build a residential school for special kids at Jalinga open to all.





# JALINGA TOURISM – HYATT KOLKATA GM & TEAM VISIT



**Jalinga Eco-Tourism**

**TEAM OF HYATT REGENCY, KOLKATA AT JALINGA**

*A weekend in paradise ...*



Brainstorming Sessions and Presentations after breakfast at Jalinga Bara Bungalow. Nothing better than the clear, pure air of the tea estates to come up with fresh ideas!



On November 9th, 2019, General Manager of Hyatt Regency, Kolkata, Mr. Kumar Shobhan visited Jalinga Tea Estate with his team of 12 colleagues.



Evening time.. Time for some fun and games!

The team played cricket and badminton in the beautiful lawns of the Bara Bungalow.



They landed at Silchar Airport at around 7.15 am and were enjoying the scrumptious breakfast at Jalinga Tea Estate by 9 am. The air is really clean and crisp in the Estate, so one builds a good appetite for meals !



Early morning plucking at the estate. The Hyatt team had a great time learning the art of plucking the perfect Two leaves and a bud and plucking tea leaves to make their own teas!



The team then had a tour of Jalinga factory where they saw the manufacturing process and processed the teas that they had plucked!



They enjoyed their own hand-picked, self-processed tea. Gives a new meaning to making yourself a cup of tea, doesn't it!



The Hyatt team left for the airport after a lovely brunch, having had a gala weekend in Jalinga

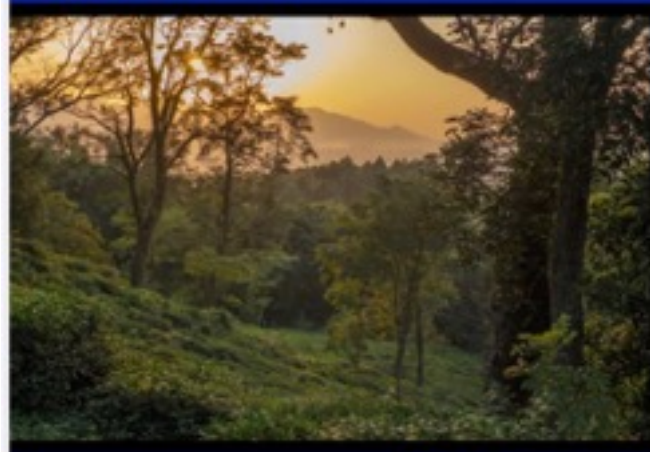


Mr. Kumar Shobhan,  
GM, Hyatt Regency,  
Kolkata

*"Jalinga Tea Estate is one of the most beautiful tea estates - It's a Paradise"*

*"Been the most enriching experience"*

*"Can't wait to come back to this place"*



So when are you planning your trip to paradise?



# JALINGA ECO-TOURISM 2020



## JALINGA TEA TOURISM



## ABOUT ASSAM

Located in the North-East region of India, Assam boasts of being the largest tea growing state in the country and the single largest tea growing district in the world - approximately 600 million kg annually, of which 40% are small tea growers. Assam has a lot of bio-mass availability which is critical for composting, which is mandatory for soil input in organic.



## ABOUT JALINGA

Jalinga is located in South Assam which consists of approximately 100 tea estates. Spread over 658 hectares, Jalinga is the single largest certified organic tea garden in India and the 1st and only Carbon Neutral Certified Tea Estate in the world! South Assam is blessed with being naturally free of pests, hence no pesticides are required anyway. Jalinga Tea Estate officially got its organic status in 2007.



## JALINGA TEA RUN

In a first of its kind, we at Jalinga organized our 1st edition of the 'Jalinga Tea Run' - a charity run inside India's largest organic tea estate held on November 18, 2018. The Jalinga Tea Run was a massive success. The entire event was managed in-house and we managed to pull it off pretty well. We had participants from all over the country and the world. A total of Rs. 52 lakh was raised for the utilization of projects for the workers' empowerment.



## NOT TOURISM, ECO-TOURISM

Ecotourism reduces the impact that tourism has on the naturally beautiful environment. With increased tourism, natural resources are put at risk. Ecotourism negates the destruction of the environment that comes with tourism with considerate practices. The primary 'tourist attractions' of these trips are natural- exotic plants and animals, isolated cultures, and the opportunity for personal growth. Eco tourists go on safaris, jungle treks and in this case, a unique tea garden experience.



## ECO-TOURISM AT JALINGA

Jalinga is the only tea garden in South Assam which is looking at eco-tourism. We want to showcase the hidden beauty of Assam to the rest of the world. We are training our own garden staff in hospitality and tourism so that there is additional employment and income for the workers of Jalinga. There is immense scope for eco-tourism in Assam and we are keen to invite the rest of the world to come see the beautiful tea gardens of Assam.





# Dwarbund Bungalow Boutique Hotel Project

## ACCOMODATION OPTIONS

- Boro-Bungalow – 5 rooms.
- General Tent – 12 tents.
- Luxury Tent – 2 tents.
- Tent Suites – 2 tents.
- Homestay – 10 homes.
- Luxury Hotel - 5 rooms.

The experience and charm of a tea bungalow and the lazy lifestyle of the tea plantations.

We are providing airport to airport packages with elements which can be customized as per the interests and inclinations of the guests.



## ACTIVITIES IN TUNE WITH NATURE

- Run Trail amidst the Organic Tea Estate
- Plantation Trek through the beautiful, undulating tea gardens
- Rainforest Trek featuring a very rare Rudraksh Tree



## JALINGA BORO-BUNGALOW

- The existing Bungalow at Jalinga Tea Estate with 5 Rooms has been converted into a guesthouse where people can come to relax and discover their inner self in the midst of nature at its best.
- There are various spots created inside the bungalow, like the Meditation Corner, Reading Lounge, Kids Play Zone etc.



## LIVE AMIDST NATURE

- Sunset at the very scenic Kargil Point
- Visit to Shik Mandir in the middle of the plantation
- Nature Walk amidst the plantation



## TENTS AND HOMESTAYS

- We also have the option of being completely amidst nature, like living in twin sharing tents in the middle of the tea estate.
- We provide various home stay options wherein the guests can choose to stay in the house of one of our tea workers with their families and experience the life of a local Assamese tea worker. This will also give an additional income to our workers.



## COME VISIT JALINGA, COME VISIT ASSAM!



Final phase of our tourism project is to upgrade Dwarbund out-division Bungalow to a high end Boutique hotel with a pool & spa. Location is beautiful on a hill-top overlooking tea hills. Create a high end, Wellness, Organic, Green retreat in a pollution free environment inside the largest Organic tea estate in India



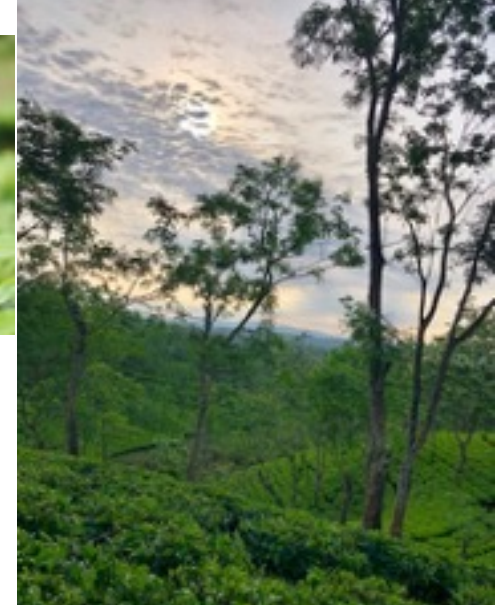


# CONCLUSION & WAY FORWARD

- \* United Nations 2030 Agenda for Sustainable Development, adopted by all UN member states in 2015, at its heart are the 17 Sustainable Development Goals (SDGs)

<https://sustainabledevelopment.un.org/sdgs>

- \* Social Sustainability
- \* Environment Sustainability
- \* Continuous Innovation / Value addition





# NAMASTE! THANK YOU FOR YOUR TIME!



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