

Tea and Tourism festival under way in Ooty

• Special Correspondent



Tourists participating in a tea making competition at the Tea and Tourism festival in Udhagamandalam on Saturday.-
Photo:M.Sathyamoorthy

Tourists and local public took part enthusiastically in tea making competition at the Tea and Tourism festival under way at the HADP stadium near Botanical garden in Udhagamandalam on Saturday.

The festival, aimed at popularising the Nilgiris tea, was inaugurated by the Nilgiris District Collector P. Sankar on Friday. The events included traditional and folk performances, drama and music.

Explaining the State Government's support to small and medium tea growers, Mr. Sankar said that the Chief Minister had increased the price for tea by Rs. 2 per kg and a subsidy of Rs. 17 crore. He also pointed out that Rs. 5.46 crore had been set aside for modernising the industry and Rs.15 crore for formation of a consortium.

He also called for expanding the marketing of value-added tea such as ginger tea and green tea, especially in the backdrop of the fall in prices of tea in the international market. Though The Nilgiris witnessed a steady and increased inflow of tourists because of the long holidays on account of Pongal, the footfall at the tea festival remained less. Officials opined that there is a pertinent need to advance the festival to the second season of the hill station to attract more people.

The festival will be on till Sunday.

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