

Girnar to support NPM, as a step towards raising the bar on biological methods of plant protection for tea.

Girnar, one of the leading tea brands in India, announced its support for Non Pesticide Management (NPM) as a step towards phasing out pesticides from tea plantations in India.

In the context of growing consumer demand for better tea, Girnar acknowledges that a change in approach at the farm level is a progressive way forward for the tea industry.

Following recent media reports on tea, Girnar would like to emphasize that they are committed to their consumers, and hence they will be supporting approaches of ecological agriculture in tea.

As a concrete step in this direction, Girnar will support the Tea Board's research pilot projects, which focus on NPM approach, among others.