



THE UNITED PLANTERS' ASSOCIATION OF SOUTHERN INDIA (UPASI)



WHO ARE WE?

UPASI, acronym for The United Planters' Association of Southern India, serves as the apex body representing planters and individuals engaged in the cultivation of tea, coffee, rubber, pepper, and cardamom across the Southern Indian States of Karnataka, Kerala, and Tamil Nadu. Remarkably, UPASI stands as a distinctive association, as no other organization globally has the responsibility of safeguarding the interests of such a diverse array of plantation crops—namely, tea, coffee, rubber, pepper, and cardamom—dating all the way back to its inception in 1893.

Over the course of its one hundred and thirty-year history, UPASI has actively and diversely contributed to the advancement of the five key plantation crops, while also participating in initiatives related to social reforms and infrastructure development. This remarkable journey has been made possible through the visionary leadership and forward-thinking individuals who have guided UPASI. Throughout its existence, UPASI has demonstrated exceptional adaptability to changing circumstances.





UPASI has consistently served as a bridge, facilitating connections between buyers, sellers, processors, exporters, cooperatives, and various other market intermediaries. This role extends to engaging with Central and State Governments, as well as other relevant organizations such as the Coffee Board (established in 1942), the Rubber Board (established in 1947), the Tea Board (established in 1953), and the Spices Board (established in 1987). Furthermore, following India's independence and the introduction of new legislation, notably the Foreign Exchange Regulation Act of 1973, UPASI played a vital role in ensuring a smooth and gradual transition from British to Indian ownership.

UPASI has consistently embraced a holistic approach, allowing it to flexibly respond to evolving circumstances, shifts in governmental regulations, and the evolving perspectives, hopes, and ambitions of individuals associated with the plantation sector. This adaptability has contributed to UPASI gaining recognition for its representative nature and trustworthiness among those in positions of authority. UPASI has consistently earned a respectful audience and has wielded significant influence within the diverse committees and forums it has been invited to participate in.



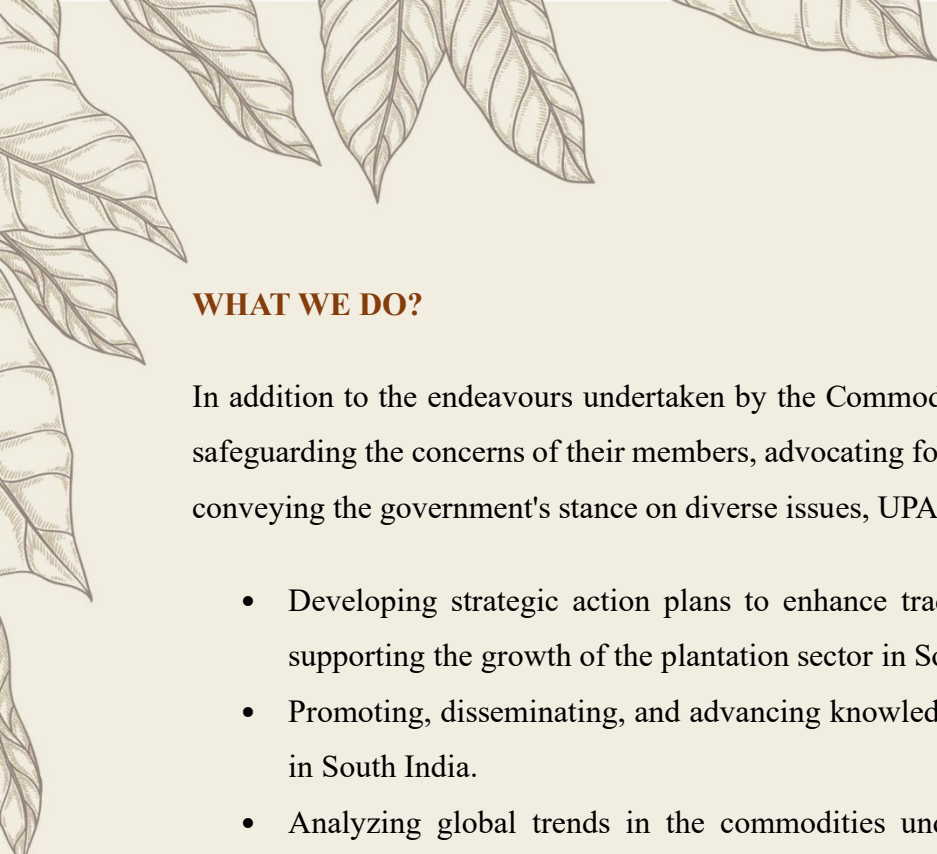


More than a century ago, the visionary founders of UPASI laid the groundwork for fostering unity among planters from diverse regions and crops in South India. They envisioned a three-tiered pyramidal structure, beginning with the District Planters Associations, ascending to the State Planters Associations, and culminating at the apex organization, UPASI. Presently, UPASI boasts affiliations with 13 District Planting Associations and 3 State Planter's Associations, collectively championing the interests of its members, including both corporate entities and small-scale growers.

"The timeless desire to come together for a shared purpose, a trait that has persisted both in the past and continues today, led to the establishment of UPASI. On the 28th of August 1893, numerous associations convened at Mayo Hall in Bangalore with the aim of creating a unified organization, resulting in the birth of the United Planters' Association of Southern India."

The cohesion among forward-thinking planters from the past laid the foundation for UPASI to develop comprehensive programs and initiatives spanning various domains, including research, labour well-being, sports, healthcare, and more. Notably, the welfare schemes implemented consistently exceeded industry standards. The solidarity among UPASI's members also empowered the apex organization and its affiliated associations to engage in constructive agreements with various Trade Unions, leading to a notably improved industrial relations environment within the plantation industry.





WHAT WE DO?

In addition to the endeavours undertaken by the Commodity Associations, which encompass safeguarding the concerns of their members, advocating for their interests with authorities, and conveying the government's stance on diverse issues, UPASI is also involved in the following:

- Developing strategic action plans to enhance trade, commerce, and industry, while supporting the growth of the plantation sector in South India.
- Promoting, disseminating, and advancing knowledge related to the plantation industry in South India.
- Analyzing global trends in the commodities under UPASI's purview and offering suitable guidance to planters.
- Engaging in international negotiations pertaining to plantation commodities.
- Formulating and providing guidance on export policies to boost Indian plantation exports.
- Devising and advising on marketing strategies for both domestic and international markets.
- Collaborating with various Commodity Boards to align their decisions and actions with the growth of the plantation industry in South India.
- Encouraging collective action among members to address common interests and safeguard the global interests of South India's diverse planting industries.
- Undertaking scientific research across all aspects of tea, including oversight of the Tea Research Institute and related advisory services.
- Cooperating with the government to establish a rational tax framework for the tea industry and offering tax-related advice to members.
- Initiating family welfare programs in tea estates and community development initiatives encompassing education, healthcare, sports, agricultural development, small tea grower support, and training programs.
- Conducting market research, categorizing, disseminating, and publishing statistics and information on production, distribution, finance, employment conditions, and other aspects influencing the planting industries of South India.





Apart from the above, it's worth noting that the UPASI Tea Research Foundation (UPASI TRF), established in 1927, holds a distinguished reputation on both national and international scales. UPASI TRF is situated in Valparai, Tamil Nadu, and boasts six Advisory Centres located across the states of Karnataka, Kerala, and Tamil Nadu. Furthermore, the UPASI Centenary Foundation, founded in 1993, extends financial assistance to plantation workers and their families facing distress within the tea industry workforce and offers educational scholarships to meritorious children of the workers.

CONTACT US

The United Planters' Association of Southern India

Glenview, Coonoor, The Nilgiris, Tamil Nadu, India - 643 101

Phone: +91 423 2230270

Email: upasi@upasi.org

Website: www.upasi.org



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