

Goal Enhancing the availability of Tea for the consumers produced in an environmentally sustainable and socially responsible supply chain that fosters economic viability

Logical Framework for Trustea Theory of Change : Pathway to Achieve the Goal



	Description	Indicators	Input data (Date of reporting)	Remarks	Critical indicators	Phase 1 indicators to start with	Frequency of reporting	Expected time for impact (ST= <=1 yrs; MT= >1-3 yrs; LT= >3 yrs)	Means of verification	Assumptions	
Activities	Code revision	Number of months from current date to last date of code revision					6 Monthly	NA	Revised code document; Code update in TCMS; Board approvals of revised code, Code revision report	Code is not likely to be revised frequently. However, with any major change in Govt. policy guidelines, industry practices, growth in size of <ul style="list-style-type: none"> System assurance audit is not likely to be frequently required SAA will be annually reviewed to check its robustness 	
		Number of months since last review of Code			1	1	6 Monthly	NA			
	Revision of assurance processes	Number of months from current date to last date of assurance process revision					6 Monthly	NA	SAA Policy document, SAA process review document, feedback of CBs on SAA revision		
		Number of months since last review of SAA				1	6 Monthly	NA			
	Stakeholder										
	Meeting the entities	Number of entities met in a one-on-one meeting in last 6 months (Physical or online)					1	6 Monthly	Short-term		MIS data on meetings, Meeting minutes, Feedback from the organizations on sample basis
		Number of non-member entities met in a one-on-one meeting in last 6 months						6 Monthly	Short-term		
	Meeting the IPs	Number of IPs met in a one-on-one meeting in last 6 months (Physical or online)					1	6 Monthly	Short-term		
		Number of potential IPs met in one-on-one meeting in last 1 year (as per the requirement)						Yearly	Mid-term		
	Meeting the CBs	Number of meetings done with existing or potential CBs in last 1 year (Physical or online) (as per the requirement)					1	Yearly	Mid-term		
Meeting the CPs	Number of CPs met in a one-on-one meeting in last 6 months (Physical or online)					1	6 Monthly	Short-term			
	Number of potential CPs met in a one-on-one meeting in last 1 year (as per the requirement)						Yearly	Mid-term			
Common meetings	Number of seminars/workshops/e-meetings organized by Trustea in last 6 months						6 Monthly	Short-term	Emails, invitations, Workshop reports, Photographs	As industry body, Trustea will periodically organize industry level meet and partner level meet to	

	Total number of organizations participated in workshops/seminars etc. in last 6 months					6 Monthly	Short-term		meets and partner-level meets to enhance awareness about Trustea and to deliberate on industry issues and
Meeting other stakeholders	Number of one-on-one meetings done with Government officials/Tea Board/Auction houses in last 1 year (as per the requirement)			1	1	Yearly	Mid-term	MIS data on meetings, Meeting minutes, Feedback from the organizations on sample basis	Trustea will be engaging with other agencies such as Government, Tea Board, Auction Houses etc. to increase its relevance and for enhancing acceptability of code. It will also help in receiving diverse views on code.
Communication with stakeholders	Number of stakeholders to whom any marketing material procured for Trustea or code was sent in last 6 months					6 Monthly	Short-term	Emails, publications on social media, feedback from organizations, press release copies.	Trustea will be leveraging social media and other communication methods for spreading awareness about code and to demonstrate success of code in the industry and with the consumers.
	Number of publications about Trustea or code published on social media in last 6 months					6 Monthly	Short-term		
Appeal and Grievance handling	Number of unresolved appeals from all stakeholders crossing 1 month from the date of appeal			1	1	Monthly	Short-term	TCMS data and Feedback survey with entities, IPs and CBs.	Entities, IPs and CBs are important stakeholders in the Code. For effective engagement, Trustea will be making efforts to manage appeals and grievances effectively and efficiently.
	Total grievance related open tickets from all stakeholders crossing 2 weeks of ticket date			1	1	Monthly	Short-term		
	% of entities, IPs and CBs satisfied with appeal			1	1	6 Monthly	Short-term		
	% of entities, IPs and CBs satisfied with grievance			1	1	6 Monthly	Short-term		
Certification process related engagement	Average TAT from date of application to issuance of certificate in last 6 months			1	1	6 Monthly	Short-term	TCMS data and feedback from CBs	For effective certification process, good coordination is needed between IPs, CBs and Trustea. This will be reflected by the efficiency in executing the certification process.
	Number of entities, issued certificate in last 6 months, where certification process taken over 2 months from the date of application			1	1	6 Monthly	Short-term		
	Number of certifications done in last 6 months in which previous version of the code used after issuance date of new code			1	1	6 Monthly	Short-term		
Research & Development for code or process improvement	Number of entities, IPs and CBs contacted for code or process related feedback in last 6 months					6 Monthly	NA	Feedback from Entities, IPs and CBs	In order to keep the code and the associated processes relevant, trustea will have to regularly involve research and development activities. This will entail engagements with stakeholders
	Number of Secondary or primary research done for code or process revision in last 1 year (as per the requirement)				1	Yearly	NA	Feedback of concerned Trustea team, report on notes related to research	
Monitoring and Evaluation (for code and process improvement)	Number of pilots done related to code or process changes in last 6 months					6 Monthly	NA	Minutes of the Code Committee Meetings	Along with Research and Development, any identified changes related to code or process need to be assessed and checked and then proposed to the Code committee. Thus, relevant Trustea teams have to internally monitor and evaluate the need for change in code or process, evaluate different options for any change and then propose it to the Code Committee for approval.
	Number of code or process related changes proposed to Code committee in last 6 months					6 Monthly	NA	Feedback from Code Management team	
	No. of new processes started or modified in last 6 months				1	6 Monthly	NA	Evidence of new process implementation	
Training, support and advice Training of entities	Number of off-line trainings done for entities in last 6 months					6 Monthly	Short-term	MIS reports on training, E-learning reports	Trustea will be conducting trainings of IPs and CBs. IPs will in turn support entities. Data of trainings will be systematically maintained. Also from
	Number of on-line trainings done for entities in last 6 months					6 Monthly	Short-term		

ENTITIES		Number of entity staff trained in off-line trainings in last 6 months					6 Monthly	Short-term	Training reports	this the unintended effects will also be tracked.	
		Number of women trained on what constitutes workplace sexual harassment and rights of redressal at the workplace to determine unintended positive outcome Reduction of sexual harassment and violence against women in the domestic space due to the knowledge					Yearly	Mid-term	training reports, tCMS data & Survey report		
		Number of training on legal covering child labour prohibition act to determine unintended outcome on Increase in literacy level and school attendance improvement					Yearly	Mid-term	Audit reports, & Survey report		
		Number of small tea growers trained on sustainable agricultural practices in tea to determine unintended positive outcome on farmer adopting sustainable farming in all his/her agricultural activities other than tea.					Yearly	Mid-term	Audit reports, & tCMS data		
		number of training on Reduction of application of synthetic agrochemicals to determine unintended positive outcome on development of local entrepreneurs in the field of organic fertilisers and pest control formulations.					Yearly	Mid-term	Audit reports, & tCMS data		
		Number of off-line trainings done for IPs in last 6 months					6 Monthly	Short-term	Trainee feedback forms		
	Training of IPs		Number of on-line trainings done for IPs in last 6 months					6 Monthly	Short-term		
			Number of IP staff and consultants trained in off-line trainings in last 6 months					6 Monthly	Short-term		Organization (Entities, IPs, CBs) feedbacks and
			Number of off-line trainings done for CBs in last 6 months					6 Monthly	Short-term		Trustea program team's comments
	Training of CBs		Number of on-line trainings done for CBs in last 6 months					6 Monthly	Short-term		
			Number of CB staff and auditors trained in off-line trainings last 6 months					6 Monthly	Short-term		Training pictures
			Number of Tea Growers trained in last 6 months					6 Monthly	Short-term		
	Training of Training of Tea		Number of people registered for e-learning in last 6 months			1	6 Monthly	Short-term			
	E-trainings		Number of months since last review of e-training content					Yearly	Mid-term		
			Number of entities provided handholding support during last 6 months		1	1		6 Monthly	Short-term		
Handholding support to entities		Number entities for which gap analysis was done during last 6 months		1	1		6 Monthly	Short-term			
		Average TAT between entity registration and NOC for entities provided NOC in last 6 months		1	1		6 Monthly	Short-term			
		Number of registered entities whose gap analysis not done after 3 months of registration on TCMS		1	1		6 Monthly	Short-term			

IPs will be providing handholding support and conducting Gap Analysis. Trustea will be monitoring these activities and will be maintaining data systematically for these activities.

		Number of entities not received NOC after 3 months of registration on TCMS			1	1	6 Monthly	Short-term			
		Number of active IPs			1	1	Yearly	Mid-term	TCMS data	Implementation Partners (IPs) will be directly responsible for providing support to entities and ensuring that they are ready for certification. Thus, for trustee managing IPs i.e. their selection, training of IPs and overseeing	
Implementation Partnerships		Number of active Consultants				1	6 Monthly	Short-term			
		Number of IPs dropped out in last 6 months					6 Monthly	Short-term			
		% of IPs satisfied with Trustea training, support or			1	1	6 Monthly	Short-term	IP feedback		
		Number of entities provided NOC during last 6 months			1	1	6 monthly	Short-term	TCMS data		
Outputs	Capacitated entities	Number of total entities registered for certification			1	1	6 monthly	Short-term		Various activities of Trustea will lead to enrollment of new IPs and they will have adequate resources in the form consultants to support entities. IPs support will lead to entities closing gaps for certification and receiving NOC	
		Average number of entities per IP				1	Monthly	Short-term			
		Average number of entities supported per						Monthly	Short-term		
		% of entities satisfied with the support received from			1	1	6 Monthly	Short-term	Entity feedback		
	Number of active CBs			1	1	Monthly	Short-term	TCMS data			
	Trustea Certifications	Number of Auditors					1	Monthly	Short-term		
		Number of CBs dropped out in last 6 months						6 Monthly	Short-term		
		Number of certifications done during last 6 months			1	1	6 Monthly	Short-term			
		Number of final certificates issued during last 6			1	1	6 Monthly	Short-term			
		Total number of active certified entities			1	1	Monthly	Short-term			
		Total cumulative certified entities			1	1	Monthly	Short-term			
		% of CBs satisfied with Trustea training, support or						6 Monthly	Short-term	CB feedback	
	% of entities satisfied with the certification process			1	1	6 Monthly	Short-term	Entity feedback			
	Non-member entities adopt improved practices through learning, replication, and supportive	Number of first time registrations of entities on					1	6 Monthly	Short-term	TCMS data	It is assumed that with the spreading awareness on sustainability, new entities will also be interested in adopting sustainable practices. They would also be interested in receiving handholding support and receiving certification.
		Number of first time entities being provided hand-holding support					1	6 Monthly	Short-term		
		Number of first time entities received NOC in last 6 months					1	6 Monthly	Short-term		
		Number of first time entities received certification in last 6 months			1	1	6 Monthly	Short-term			
	Certified producers and supply chain able to demonstrate supply of responsibly produced tea	% of active certified entities able to sell to responsible buyers in last 6 months			1	1	6 Monthly	Short-term	TCMS data; Traceteta data; Entity sale records; Entity survey	If certified entities are able to demonstrate responsibly produced tea, they should be able to sell to more number of responsible buyers. The volume of responsibly sold tea should increase. The % of responsibly sold tea in the total tea sold by entities should increase. Further, 'seal on pack' which signifies verified and responsibly produced tea, should have increased demand. More number of packers will take seal on pack.	
		Number of entities registered with Traceteta					1	Monthly	Short-term		
		Number of Tea growers registered with Traceteta					1	Monthly	Short-term		
% of entities saying Trustea certification has helped in demonstrating sustainable tea production to the				1	1	6 Monthly	Short-term				
Number of buyers endorsing Trustea certification				1	1	6 Monthly	Short-term				
Approx. % of total tea produced in the country verified by Trustea				1	1	6 Monthly	Short-term	Entities feedback			
Relevant and credible Trustea Code	Number of entities who received NOC in last 6 months, not applying for certification after 2 months of NOC			1	1	6 Monthly	Short-term	Feedback surveys with stakeholders, TCMS data	If Trustea has a relevant and credible code, it will be reflected by its increased acceptance among high number of domestic buyers, Government entities, Auction houses and traders endorsing Trustea code and asking for it from suppliers. This will result in increase in sale of Trustea certified tea. With increase in demand, Trustea operations and revenues as		
	% of entities due for renewal not applied for renewal			1	1	6 Monthly	Short-term				
	No. of Government/Tea Board/Auction Houses						6 Monthly	Medium-			
	% of certified entities saying code is relevant			1	1	6 Monthly	Short-term				
	% of certified entities reporting that code is						6 Monthly	Short-term			
	Number of revenue generating partners of Trustea						6 Monthly	Medium-			
	Total revenue generated by Trustea (without grants)						6 Monthly	Medium-			
Number of IPs operating viably			1	1	6 Monthly	Short-term	TCMS reports				

		Number of CBs operating viably			1	1	6 Monthly	Short-term	Financial reports of Trustea	well as profits from code and tea verification related activities will increase.	
		Number of SAA done in last 6 months			1	1	6 Monthly	Short-term	Feedback of IPs		
		% of certified entities in last 6 months for which SAA			1	1	6 Monthly	Short-term	Feedback of CBs		
		Number of SAA done by Trustea officials in last 6					6 Monthly	Short-term	TCMS reports, Feedback		
Credible assurance system		% of entities with active certification for which SAA					6 Monthly	Short-term	survey with Entities	A credible assurance system will be reflected by the number of assurance audits done. Credible assurance process will ensure that certain reasonable % of certified entities are subject SAA. SAA will also have Trustea's direct engagement in	
		Ratio of Trustea/CB SAA done					6 Monthly	Short-term			
		Number of decertified entities whose appeal				1		6 Monthly			Short-term
		% of entities satisfied with SAA process				1	1	6 Monthly			Short-term
		Number of people receiving e-learning certificate in				1	1	6 Monthly			Short-term
		Cumulative number of e-learning certificates issued				1	1	6 Monthly			Short-term
		Total number of people trained through offline						6 Monthly			Short-term
Accessibility and understanding of Trustea Code		Number of new entities registered on TCMS in last 6					6 Monthly	Short-term	- Data from E-learning platform, Data from TCMS, Feedback survey with entities, IPs and CBs. - Consumer sample surveys	<ul style="list-style-type: none"> •Understanding of Trustea code will be reflected by the number of people getting trained on the code. Further, feedback of stakeholders on their understanding of code will give idea. In addition, the real demand for sustainable tea in long run will come when the consumers understand the concept of sustainable tea and the role of Trustea in it. Thus, consumer level surveys can also reveal the awareness and understanding about Trustea code among consumers. •Accessibility will mean that more entities register for certification, and they find the process for registration and certification efficient. IPs and CBs should also not face complication in conducting their activities. Their 	
		Number of entities rejected for enrollment, based on					6 Monthly	Short-term			
		% of entities saying they do not understand the						6 Monthly			Short-term
		% of entities saying they understand the Code				1	1	6 Monthly			Short-term
		% of entities satisfied with their IP partners'				1	1	6 Monthly			Short-term
		% of entities satisfied with the trainings on codes						6 Monthly			Short-term
		% of entities satisfied with Gap analysis						6 Monthly			Short-term
		% consumers aware about Trustea						once in 3			Long-term
		% consumers aware about 'Seal on Pack'						once in 3			Long-term
		% of consumers aware about significance of 'Seal on						once in 3			Long-term
		Number of IPs dropped out in last 6 months						6 Monthly			Short-term
		% of IPs satisfied with the training of Trustea for						6 Monthly			Short-term
		% of Consultants who say they fully understand the				1	1	6 Monthly			Short-term
		% of CBs satisfied with the enrollment process						6 Monthly			Short-term
		% of CBs satisfied with the training of their Auditors						6 Monthly			Short-term
		% of Auditors who say they fully understand the				1	1	6 Monthly			Short-term
	Existence of Board approved policies on -				1	1	6 Monthly	Short-term			
	Existence of mechanism to ensure code compliance				1	1	6 Monthly	Short-term			
Ouctomes	Commitment to sustainable practices	Existence of formal records and data management system for tracing verified tea at certified entities and Trustea level					Yearly	Medium-term	Board approved policies; evaluation of compliance process; Evaluation of data management system of entities. TCMS and Tracetea evaluation.	<ul style="list-style-type: none"> •Outcome indicators can be measured if baseline data is available. Baseline data should be collected before the start of handholding support. •Some outcome indicators can be tracked by Trustea on periodic basis, for which entities will have to make periodic reporting on those indicators. •Majority of the outcome related changes will be measured through external evaluation. •Outcome measurement should involve technical analysis for measuring environment impact, survey of stakeholders, analysis of existing reports, financial analysis of entities and Trustea. The results should be compared with Baseline and certain sample of control group. 	
	Environment		Consumption of irrigation water per unit of plantation					2 years	Long-term		Technical analysis - comparison of baseline-endline and comparison with control group. Data and records of entities Verification of certificates
	Climate resilient		Measure of level of soil erosion					Yearly	Medium-term		
			Quantity of liquid PPF used in the previous year in					Yearly	Medium-term		
			Name of the bio-fertilizer in use.					Yearly	Medium-term		
			Dose of the bio-fertilizers.					Yearly	Medium-term		
		Quantity of liquid PPF used in the previous year in liters					Yearly	Medium-term			
	Quantity of non-liquid PPF used in previous calendar year in kgs.					Yearly	Medium-term				

	Quantity of non-liquid PPF used in previous calendar year in kgs		1	1	6 Monthly	Medium-term	
	Average amount of chemical fertilizers used per unit of plantation				6 Monthly	Medium-term	
	Average amount of organic fertilizer used per acre of land		1	1	6 Monthly	Medium-term	
	Fertilizer consumption as per guidelines		1	1	2 years	Medium-term	
	Level of emissions as per guidelines				6 Monthly	Medium-term	
	Practices on protection of natural and native				Yearly	Medium-term	
	Number of workers trained in use of PPE for their				Yearly	Medium-term	Observations and evaluation
Good Natural Capital Management	Number of workers who work in handling/spraying chemicals		1	1	6 Monthly	Medium-term	Discussion with entities
	Soil conservation practices among certified entities		1	1	6 Monthly	Medium-term	
	Water conservation practices among certified entities				Yearly	Medium-term	
	Quantity of water liters used in the factory in the				Yearly	Medium-term	
	Number of dwellings without adequate toilet		1	1	6 Monthly	Medium-term	
	Existence of sewage treatment facilities in certified entities				Yearly	Medium-term	
	If firewood is used for heating total kgs of firewood used in previous calendar year				Yearly	Medium-term	
	If fuel oil is used, total liters of fuel used for heating				6 Monthly	Medium-term	
	Method of fertilizer storage among certified entities				2 years	Long-term	
	Engagement of certified entities with other socially responsible stakeholders				6 Monthly	Medium-term	
Circular economy in the tea Industry	Recycle and reuse practices among entities				Yearly	Medium-term	Observations and evaluation
	Percentage of organic fertilizers in total fertiliser				Yearly	Medium-term	Discussion with entities
	Quantity in kgs of organic fertilizer used in previous				2 years	Medium-term	Visits and Discussions with growers tCMS data on producers geo locaion and area mapping
	Use of other environment friendly practices among certified entities				Yearly	Medium-term	
	Area in hectare of afforestation in the previous calendar year		1	1	Yearly	Medium-term	
	Unintended environmental outcomes - Deforestation or others				Yearly	Medium-term	
	Total power used in factory in kw in previous calendar year				6 Monthly	Medium-term	
Certified entities are formally registered		1	1	6 Monthly	Medium-term		
Society Entities become socially responsible	Prevalence of child labour among certified entities				Yearly	Medium-term	Verification of entity registrations, licenses
	Daily wage per day of 8 working hours paid to				Yearly	Medium-term	On-site observations and
	Daily wage per day paid to male temporary workers				Yearly	Medium-term	
	Daily wage per day paid to female temporary workers				Yearly	Medium-term	
	Daily wage per day paid to male factory workers				Yearly	Medium-term	
	Daily wager per day paid to female factory workers				Yearly	Medium-term	
	Daily wage per day of 8 working hours, paid permanent workers		1	1	6 Monthly	Medium-term	
	Compliance with labour laws, minimum wages, PF, Gratuity		1	1	6 Monthly	Medium-term	

	Working condition of labour - working hours (unintended outcome for restriction in working hour), facilities - canteen, toilet etc				Yearly	Medium-term	Entity data and records
	Number of toilets planned to be constructed in current year				Yearly	Medium-term	Visits and Discussions with growers
	Number of toilets constructed in previous calendar year		1	1	Yearly	Medium-term	
	Hygiene and hygiene related practices in plant/factory				6 Monthly	Medium-term	
	Waste disposal practices				2 years	Long-term	
	Amount of waste recycled				2 years	Long-term	
	Practices on reuse of equipment and tools				Yearly	Medium-term	
	Unintended societal outcomes on Payment of legally mandated wages by verified factories and gardens.				Yearly	Mid-term	
	Training and awareness of staff and labour on safety				6 Monthly	Medium-term	
	Only trained staff handle machines or hazardous items				Yearly	Medium-term	Verification of entity registrations/licenses on safety
Entities focus on safe working environment	Number of employees trained on POSH ACT in		1	1	6 Monthly	Medium-term	On-site observations and
	Usage of safety equipment among staff and labour				6 Monthly	Long-term	
	Average number of minor accidents in past 6 months		1	1	6 Monthly	Long-term	Entity data and records
	Average number of major accidents in past 6 months		1	1	6 Monthly	Short-term	
	Safety equipment and features for				6 Monthly	Medium-term	
	No. of staff not complying with age limits for				6 Monthly	Short-term	
	Existence of first-aid facilities		1	1	6 Monthly	Short-term	
	Presence of active POSH committee				6 Monthly	Medium-term	
	% of women who know reporting process in case of		1	1	6 Monthly	Long-term	
	% of women saying they feel safe				6 Monthly	Long-term	
% of women in Board of certified entities		1	1	6 Monthly	Long-term		
% of women in staff		1	1	6 Monthly	Long-term		
Empowered women & youth	Wage comparison across gender for same level				2 years	Medium-term	Board composition
	Certified entities' initiatives towards women,				Yearly	Long-term	HR data
	Per kg tea costs for the producer as unintended outcome for enforcing legally approved chemicals				2 years	Long-term	Salary data Onsite verifications and survey
Economy	Financial viability of entities		1	1	Yearly	Long-term	Entity feedback
	Financial viability and stability of IPs		1	1	once in 3 years	Long-term	Survey Report
	Financial viability and stability of CBs		1	1	once in 3 years	Long-term	Financial reports of Trustee
Resilient, economically viable working environment	Average wages and salaries at different levels		1		once in 3 years	Long-term	Feedback of IPs
	Average income of labour and other staff		1		once in 3 years	Long-term	Feedback of CBs
	% women workers saying that wages of men and		1		Yearly	Medium-term	Entity HR records
Living wage & living income	Unintended economic consequences on growers,		1		Yearly	Medium-term	Average income of labour
	Volume of certified tea produced				Yearly	Medium-term	Survey and discussion with

		Quantity in kg of tea produced in previous calendar			1	1	Yearly	Medium-	Survey and discussion with	
		Ratio of verified : unverified tea produced by					6 Monthly	Medium-	TCMS data	
	Availability of safe sustainably produced tea	Increase in amount of certified tea produced in a					6 Monthly	Medium-		
		% of certified tea target achieved for the period					6 Monthly	Long-term		
		Unintended impacts on tea industry					3 years	Short-term		
		Number of CPs and satisfaction of CPs with Trustea					3 years	Medium-		
		Geographic expansion and adoption of Trustea Code					3 years	Long-term		
		Financial sustainability of Trustea				3 years	Long-term		Survey with community,	
Impacts	Sector/ Landscape Governance A robust, credible and self-financing verification scheme for the Indian domestic tea market driven by a combination of market demand and ownership of the tea industry stakeholder who continue to own, manage and review the code.	Diversity of stakeholders					3 years	Long-term	Survey with community, External Impact Assessment Comparison of baseline-endline data Comparison of data with Analysis of TCMS and E-Stakeholder surveys - CP, Comments from other Minutes of the Trustea Board	<ul style="list-style-type: none"> Impact will be measured mostly through comprehensive Impact Assessment studies done at an interval of 3 years through independent external agencies. Impact Assessment should involve technical analysis for measuring environment impact, survey of stakeholders, analysis of existing reports, financial analysis of entities and Trustea. The results should be compared with Baseline and certain sample of control group. It should also involve qualitative data analysis.
		Ability of Packers to command premium on certified					3 years	Short-term		
		Relevance of Trustea code in context of the industry					3 years	Long-term		
		Participation of Trustea in Policy Making -					3 years	Long-term		
		Participation of Trustea in Policy Making -					3 years	NA		
		Governance of trustea - Board Composition, Meeting					3 years	Medium-		
		Improved factory and plantation conditions					3 years	Medium-		
	High compliance of tea industry with regulations					3 years	Medium-term			
	Business Practices Buyers are able to source and producers are striving for continuous improvement in addition to assurance of the sustainability practices for their product line.	Improved safety records					3 years	Long-term	External Evaluation Analysis of financial reports Analysis operational data of Performance on output and Media reports on tea Compliance status Analysis of financial reports	
		Sustainable environmental practices					3 years	Long-term		
		National and international awards and recognition					3 years	Long-term		
		Positive media coverage of tea industry and Trustea					3 years	Long-term		
		Financial sustainability of Trustea, IPs and CBs					3 years	NA		
		Management processes at IPs, CBs and Trustea					3 years	Long-term		
		Improved living condition of labour and tea factory					4 years	Long-term		
							Survey of STGs, labour and			
							Survey of STGs, labour and staff of entities; Comparison of baseline-endline data and comparison of Treatment-Control group. Qualitative data.			

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tSTF LFA01 Dated 9.04.2024 (Rev - 2)

