

NEWSLETTER

April-June 2020 • Volume 5



From the Director:

As the global corona virus pandemic unfolds, the impact on the economy and livelihoods is coming to the fore. Concomitant with this is the health and safety risk that all of us face as we go about our daily lives. Keeping this in mind, the *trustea* program initiated an outreach program to communicate COVID-19 related safety information to the tea industry in the form of insertions in the *trustea* website, direct mailers, SMS to target audience as well as on-site posters and wall writings. As a part of this campaign, *trustea* were able to reach out directly in vernacular language messaging to more than 4000 Small Tea Growers with links to the COVID-19 safety information as well as the post COVID care guidelines formulated by Tea Research Association (TRA). *trustea* provided active support to bring coverage to *trustea* associated small tea growers, as a part of the COVID-19 insurance scheme for small farmers facilitated and funded by IDH. *trustea* is grateful to the Implementation Partner organizations for their wholehearted support in all these activities.

trustea is committed to work hand in hand with the tea industry in India as it endeavours to combat the adverse impacts of the COVID-19 pandemic.

If you would like to share your thoughts/feedback on our newsletter, please feel free to email to comms@trustea.org.

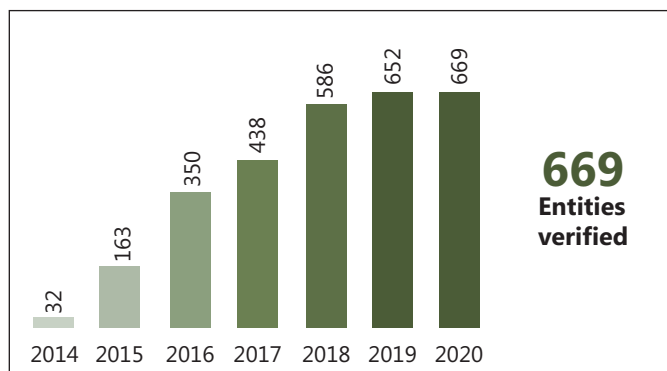
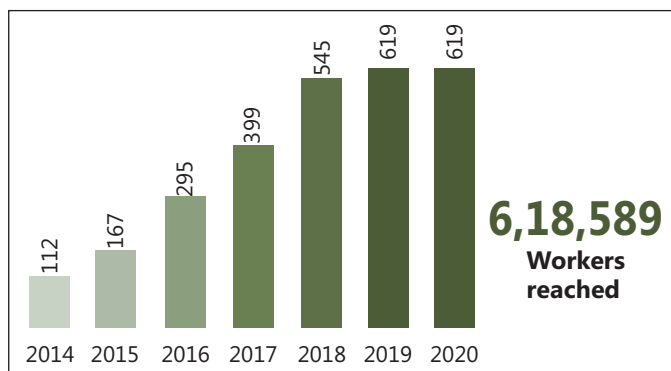
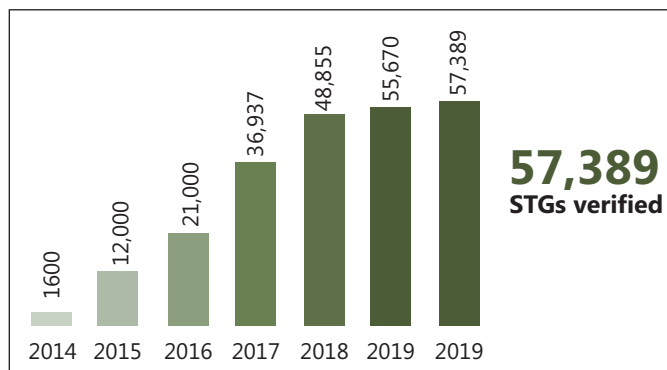
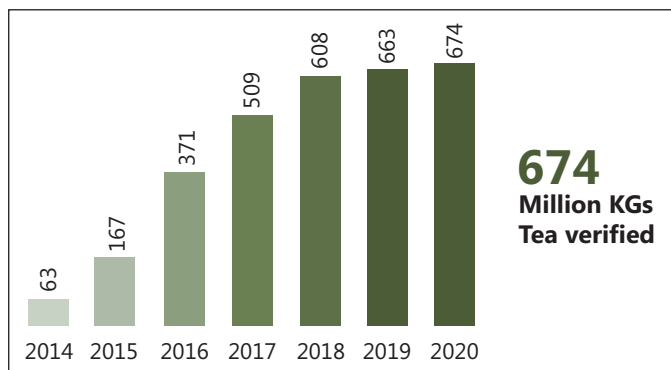
Hope you enjoy reading this issue of the newsletter!



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- News & updates
- *tracetea* App
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Program Update



News & updates

Awareness campaign executed by *trustea* in the light of COVID-19 pandemic

trustea carried out an outreach program among tea fraternity (in vernacular languages) on health safety measures to combat the pandemic (through precautionary measures including social- distancing and hygiene practices and helpline contact details) by leveraging the following channels:

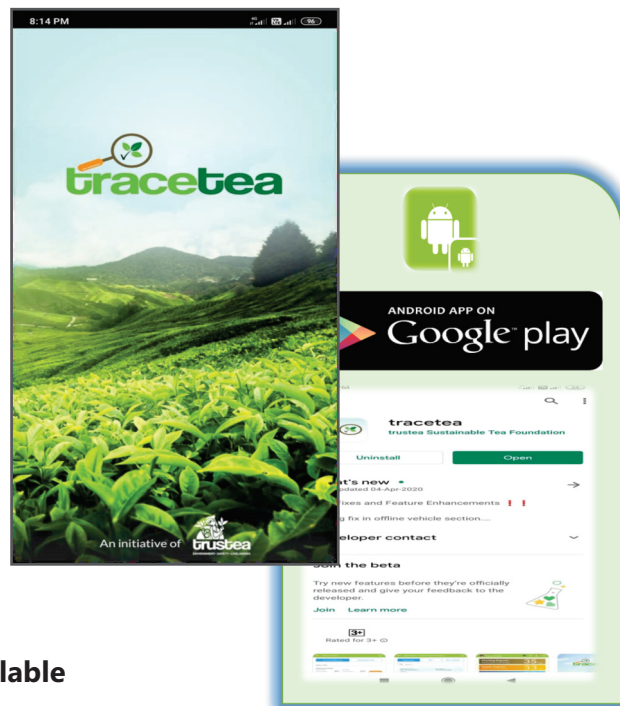
- Guidelines uploaded over *trustea*'s website for quick reference:** COVID-19 awareness materials (in vernacular languages) uploaded over the website for quick reference; posters, guides on protective measures, do's and don'ts - circulated the weblink <http://trustea.org/covid19/> among the target audience.
- 500 Flex installed at 160 premises including factories, labour colonies and STG gardens:** Towards ensuring access to credible information on COVID-19 pandemic, *trustea* is disseminating posters and leaflets to the tea gardens, creating awareness on protective measures, do's and don'ts etc. So far, 500 posters and 1000 leaflets have been developed and distributed across tea gardens. Distribution of these printed materials were facilitated through IPs.
- Tea associations:** Leveraged *trustea*'s connects with tea associations such as Assam Bought Leaf Tea Manufacturers' Association (ABLTMA) and Confederation of Indian Small Tea Growers Association (CISTA) towards reaching out to wider population.
- tracetea App:** With the help of technology, *trustea* has reached out to over 4500 small tea growers, in vernacular languages through SMS and text messaging feature of the 'tracetea' app detailing protective measures for COVID-19, as well as the post-lockdown care for tea plants.



trustea has released tracetea app – A digital solution for tea traceability.

tracetea is a software application (android and web-based) for the entire tea manufacturing process i.e. plucking leaves, register management at the farm by growers, collection of leaves, supply to factories by aggregators, followed by comprehensive factory production, inventory, dispatch management etc. Forward/ backward traceability for tea is the core feature of this app, enabling tracking tea from the bush to the cup.

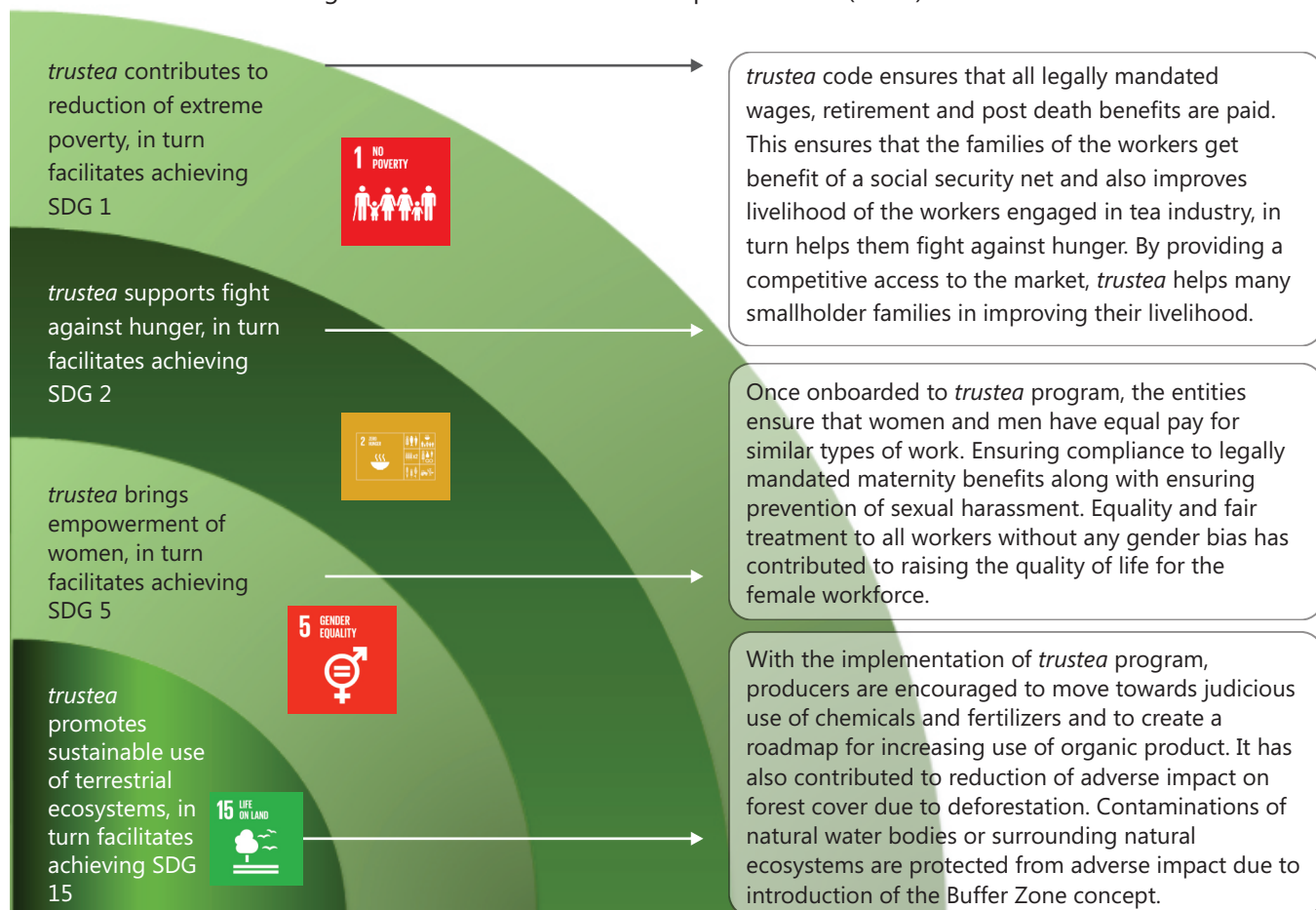
It provides real time information on the manufacturing process, accessible from any mobile device from any location. The application helps maintain the integrity of the manufacturing process and chemical usage norms. This positively impacts the brand image.



Here comes the good news; tracetea app is now available on Google Play Store!

International Tea Day

The very first International tea day was celebrated on 21st May 2020. The objective of the International tea day is to encourage the status of tea workers, workers rights, daily wages, social security, employment security, health etc. trustea endeavours achieving some of the Sustainable Development Goals (SDGs) of United Nations.



For more details on the Program, contact: support@trustea.org