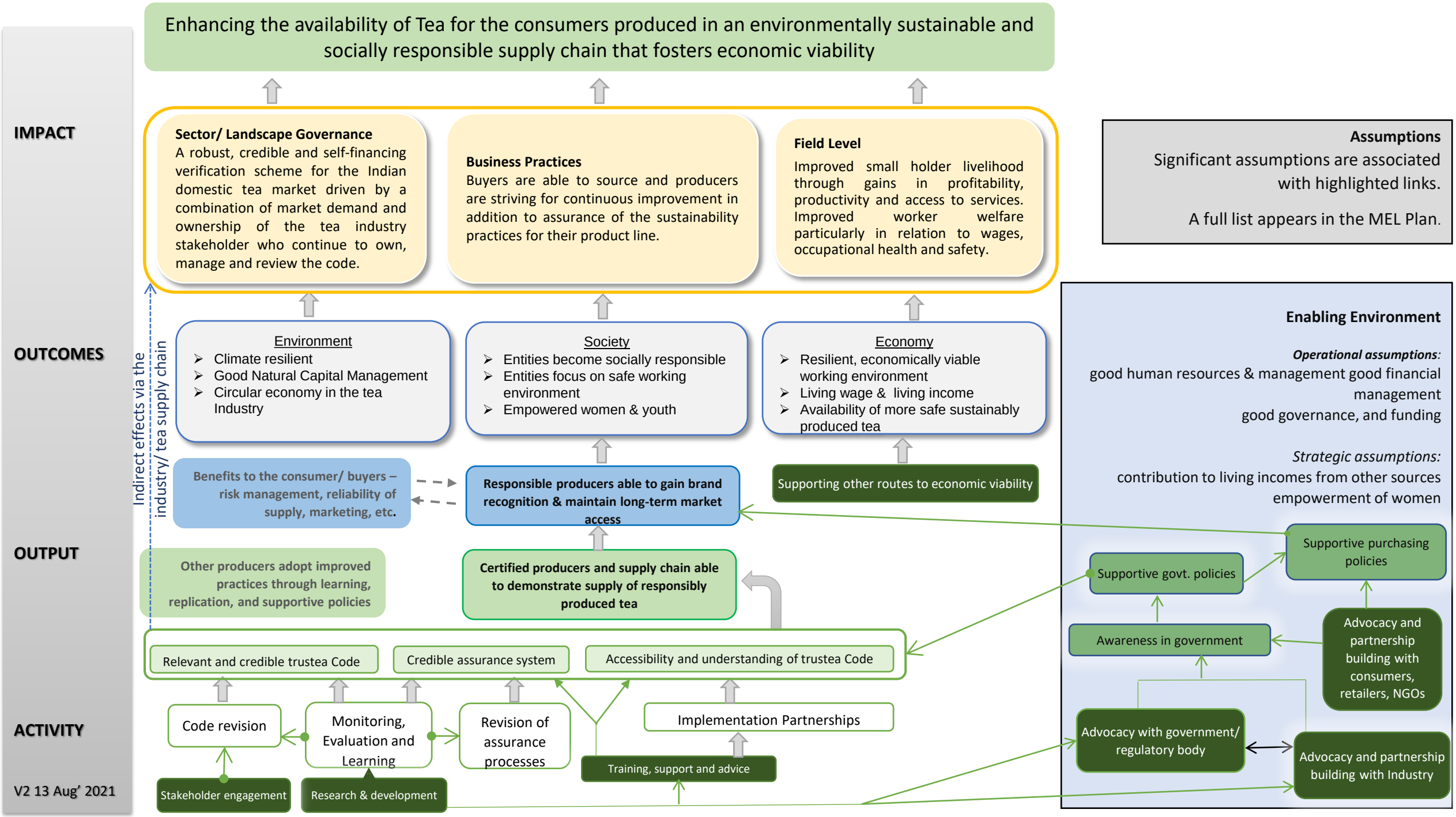
Enhancing the availability of Tea for the consumers produced in an environmentally sustainable and socially responsible supply chain that fosters economic viability
IMPACT
OUTCOMES
OUTPUT
ACTIVITY
V2 13 Aug' 2021
Sector/ Landscape Governance
A robust, credible and self-financing verification scheme for 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.
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.
Field Level
Improved small holder livelihood through gains in profitability, productivity and access to services. Improved worker welfare particularly in relation to wages, occupational health and safety.
Assumptions
Significant assumptions are associated with highlighted links.
A full list appears in the MEL Plan.
Indirect effects via the industry/ tea supply chain
Environment
Climate resilient
Good Natural Capital Management
Circular economy in the tea Industry
Society
Entities become socially responsible
Entities focus on safe working environment
Empowered women & youth
Economy
Resilient, economically viable working environment
Living wage & living income
Availability of more safe sustainably produced tea
Benefits to the consumer/ buyers – risk management, reliability of supply, marketing, etc.
Responsible producers able to gain brand recognition & maintain long-term market access
Supporting other routes to economic viability
Other producers adopt improved practices through learning, replication, and supportive policies
Certified producers and supply chain able to demonstrate supply of responsibly produced tea
Relevant and credible trustea Code
Credible assurance system
Accessibility and understanding of trustea Code
Code revision
Monitoring, Evaluation and Learning
Revision of assurance processes
Implementation Partnerships
Training, support and advice
Stakeholder engagement
Research & development
Enabling Environment
Operational assumptions:
good human resources & management good financial management
good governance, and funding
Strategic assumptions:
contribution to living incomes from other sources
empowerment of women
Supportive purchasing policies
Supportive govt. policies
Awareness in government
Advocacy and partnership building with consumers, retailers, NGOs
Advocacy with government/ regulatory body
Advocacy and partnership building with Industry