

Newsletter

Volume 13



From the Director

On 11th of July, 2023 *trustea* completed its ten year anniversary. We wish to thank all our stakeholders and well-wishers for their continued support. We reaffirm our commitment towards partnering the Indian tea industry in the sustainability journey with renewed purpose and resolve.

On that momentous occasion, the revised *trustea* Code Version 3 was unveiled. This revision reflects the evolution of the code to address the emerging challenges in the field of sustainability. Climate management is one of the key focus areas with the introduction of initiatives like regenerative agriculture and energy management. The other noteworthy change is the strengthening of the code on women's safety.

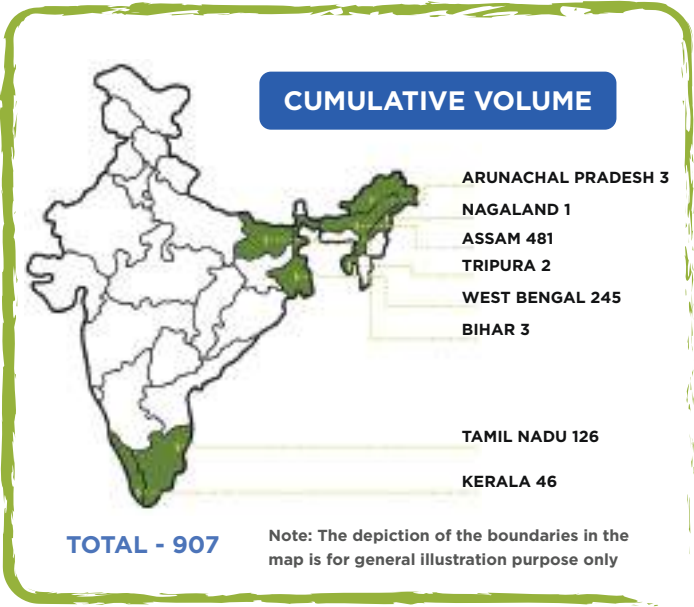
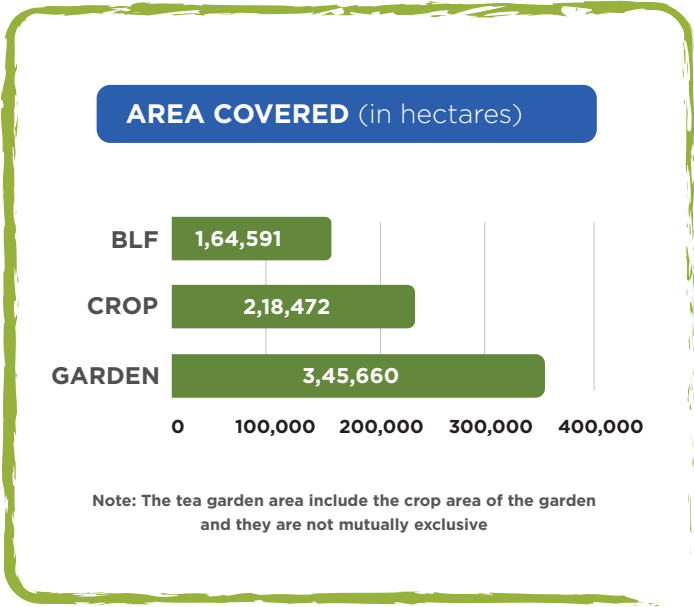
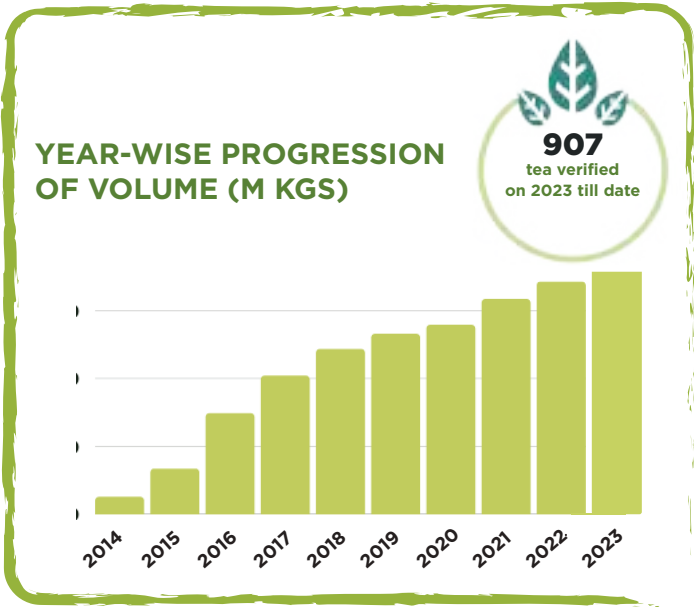
Immediately after the launch, we initiated extensive classroom training for the resources from our Implementation Partners and Certification Bodies. We are happy to report that we have completed the training plan as per schedule. The next step in the roll out of the revised code is the pilot implementation and audit of selected entities in all the tea growing regions. This will give us an insight into the field adaptability of the code requirements. The learning from the pilots will be analysed and any changes, if required, will be incorporated.

From this edition we are introducing a new section "*trustea at work*," a pictorial glimpse of our noteworthy activities around the country.

Please send us your feedback to "support@trustea.org".

Happy reading!

Program Update



tracetea Map



tracetea map is a mobile & web-based application designed to maintain database of STG's, estates/gardens, help farmers measure and map their land, see its interface with the surrounding ecosystem, and also receive satellite advisories for crop and weather. A pilot project was completed successfully in Nadua TE (Assam Co) which captured an accuracy level of 99.67%.

- **Deforestation Analysis - STG/Garden**
- **Gender Data**
- **Trustea Code Awareness Data**
- **Supply mode Analysis**
- **Land Ownership Data**
- **Land holding/ Tea Cultivation Data**
- **Green Leaves Production Data**
- **STG & Factory Proximity Analysis**



trustea turns 10, a milestone we are proud of reaching! In the past decade, we have worked with the singular goal to raise the standards of the Indian tea industry. This has meant active on-ground work, a lot of capability building and training, digitisation, and keeping up with the latest developments to stay relevant. Today, 65% of Indian tea is **#trusteaverified**. On this momentous occasion we present 10 stories from our decade long journey which encompasses our value, passion & commitment towards the Indian tea industry.

<https://www.linkedin.com/company/trustea-sustainable-tea-foundation/posts/?feedView=all>



**SET UP IN 2019, THE COUNCIL
INCLUDES REPRESENTATION
FROM CIVIL SOCIETY**



In Focus

"I think now the time has come to look at climate-smart agriculture, look at practices which can be gradually changed so that we are able to adapt – and more than adapt, become resilient."

Rajesh Bhuyan, Director, trustea

Read the interview or listen to the podcast with Tea Biz here <https://tea-biz.com/indias-holistic-tea-sustainability-code/>

Standard Ver 3.0 launch

As we celebrate a decade of the trustea journey, we are elated to announce completion of the initiative to make the code relevant to the emerging trends in sustainability. The task of reframing the trustea standard was an uphill task and it would not have been possible without our stakeholders. trustea Sustainable Tea Foundation, would like to extend sincere appreciation and thank everyone for their contribution in strengthening the standard to give it a contemporary shape. On our 10th anniversary, we are pleased to unveil and launch **trustea standard Ver 3.0**, a standard of the tea industry, for the tea industry and by the tea industry.



In Focus



Brand film launch

Last year, we travelled for nearly a month across India to meet all our stakeholders. We heard stories of small farmers on how their livelihoods have been impacted by our association, met factory owners who showed us how they had implemented safety protocols and visited large estates where so much work on environment conservation is now underway. As part of our 10th-year celebration, we are excited to present **trustea brand film** that takes you on a journey with trustea .

Revamped website launch

We officially relaunched our revamped website (<https://trustea.org>) in a new avatar coinciding with our 10 years anniversary celebration on 11 July.




Event Calendar

IDH conducted a 2-day event on 2 & 3 Aug to discuss an action plan for achieving 'living income' for small tea growers through joint efforts. We were happy to be a part of the event along with **All Assam Small Tea Growers Association Dibrugarh and Tinsukia Branch, Assam Bought Leaf Manufacturers Association, Action for Food Production, Rainforest Alliance, GIZ India, NRB Sustainable Agri, Iron Kettle, Bhartiya Chai Parishad, CuppaTrade, Indian Association and The Agri-Entrepreneur Growth Foundation.**





Event Calendar



We conducted the first transition training to trustee code ver 3.0 on 4th August, 2022 at Dibrugarh. The new version covers climate management specific requirements & introduction to a new section on energy management along with other modifications on sustainability requirements. Similar training sessions were conducted for our IP & CB in batches of 10-15 individuals across Coimbatore on 21 Aug & Kolkata on 25 Aug.



Event Calendar

Webinar on safety at workplace in tea industry

trustea conducted a webinar on 22 Sept addressing safety at workplace in the industry. The webinar touched upon our role towards ensuring workplace safety & safety risk assessment. The webinar was graced with the presence of guest industry speakers who exchanged invaluable inputs through their subject matter expertise followed by Q & A from the audience. The esteemed dignitaries were -

Saikat Basu, CEO & Chief Mentor, Consultivo,

Harjinder Singh Kapoor, Wholetime Director, Cinnatollah Tea Ltd, Nilgiris Plantation Ltd (K.K Birla Group),

Anshu Shukla, Manager, Sustainability, Certifications, CSR, Welfare & Compliance, Amalgamated Plantations (A TATA Enterprise),

Subhrajit Bezbora, Manager, Mokalbari Kanoi Tea Estate Pvt Ltd

P Salman, Deputy Manager, Technical & Safety, Harrisons Malayalam Limited, Wentworth Estate.

The webinar was attended by more than 150 individuals & key stakeholders from the industry.

Industry webinar on workplace safety



trustea at work



For more details on the program get in touch at support@trustea.org. To share your contributions for the upcoming newsletter issue drop us a mail at comms@trustea.org or sarkar@trustea.org.