

NEWSLETTER



From the *Director*

The year 2024 was an eventful one for *trustea*. Across the country, training and implementation on the new Ver3 (V3) of the code commenced in full swing. With this new edition of the code, we hope to make a significant impact on the efforts to combat the adverse impacts of climate change on tea production. To learn more about latest developments in the *trustea* code V3.1 please join our webinar via

Zoom on the 28th of February 2025 at 11:30 am.

<https://us06web.zoom.us/j/82941251173?pwd=0Pu7eu-9w2n6ZFpqv1rD7ZGI0myG2Xj.1>

More than 100 energy audits were carried out in conjunction with the code V3 certification. Together with the initiation of regenerative agriculture practices across 50 plus tea estates as part of Ver 3 implementation and the large scale HUL supported nationwide Regenerative Agriculture programme, we are making a major push to create the building blocks of a climate resilient low carbon tea supply chain. The key to success however lies in consistency of the practices and a planned energy management strategy backed by inputs from the assessments. It is the only way to realise the true value of the sustainability initiatives. To assist in monitoring and measurement of improvements, the easy-to-use Trustea Emission Calculator (TEC) was launched as a part of the regenerative agriculture program. The download links are:

Google Play store: <https://apps.apple.com/in/app/trustea-carbon-calculator/id6504613649>

IOS App store: <https://apps.apple.com/in/app/trustea-carbon-calculator/id6504613649>

We will continue to provide technical and field level support to our members in this endeavour.

In terms of verification, 41 new entities joined the programme adding 50 million kgs to the volume. Exit December 2024, the verified volume was at 979 million kgs. As we continue to expand and consolidate, the key focus is to continue our mission towards a sustained, credible and ethical compliance system. *trustea* is upgrading and enhancing the organisation and processes to build a system that creates value and delivers to the expectations of our stakeholders.

In partnership with HUL, *trustea* carried out a series of trainings for STGs on the usage of legally compliant chemicals. In these 112 interactive sessions, we discussed about the harmful effects of banned chemicals, right use of legally approved chemicals and the pathway to optimise the use of agrochemicals by adopting regenerative agricultural practices. We also took the audience through the Tea Plus app of *trustea* that is designed to facilitate informed decisions through real time geo-located weather and soil information coupled with the latest agricultural advisories and chemical use regulations. This app can be downloaded here:

Google Play store:

<https://apps.apple.com/in/app/trustea-carbon-calculator/id6504613649>

IOS App store: <https://apps.apple.com/in/app/trustea-carbon-calculator/id6504613649>

The year gone by also witnessed the tragic occurrence in the sad demise of our beloved colleague Debasish Dutta. We will always miss him and his contributions. Sustainability is all about building partnerships, the motto of SDG 17 of The UN Sustainable Development Goals. *trustea* looks forward to continue and enhance the partnership with the stakeholders in the sustainability journey of Indian tea.

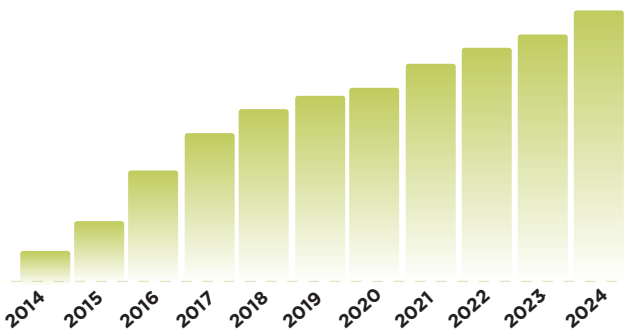
Rajesh Bhuyan

PROGRAM UPDATE

979
MN KGS

of tea verified on exit Dec '24

YEAR-WISE PROGRESSION OF VOLUME (M KGS)



WOMEN 3,75,539 **MEN** 2,93,462

WORKERS REACHED



893

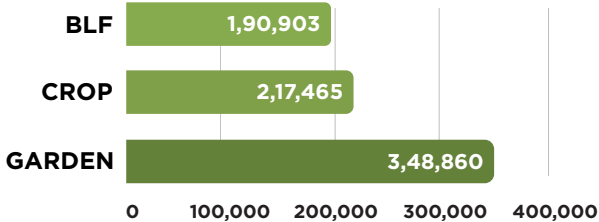
ENTITIES VERIFIED



1,40,468

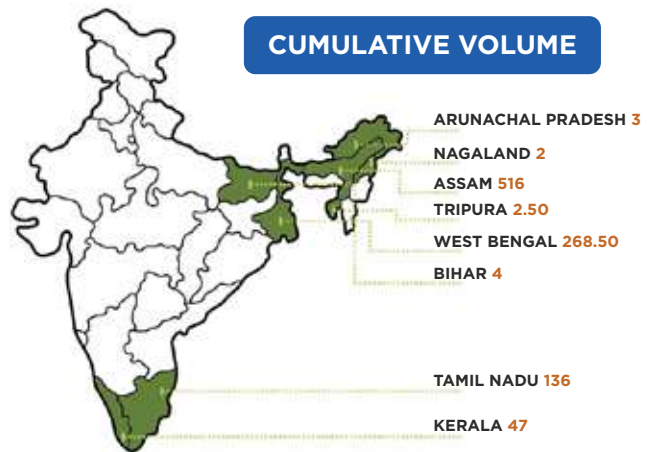
STG'S ADDED

AREA COVERED (in hectares)



Note: The tea garden area include the crop area of the garden and they are not mutually exclusive

CUMULATIVE VOLUME



TOTAL - 979

Note: The depiction of the boundaries in the map is for general illustration purpose only

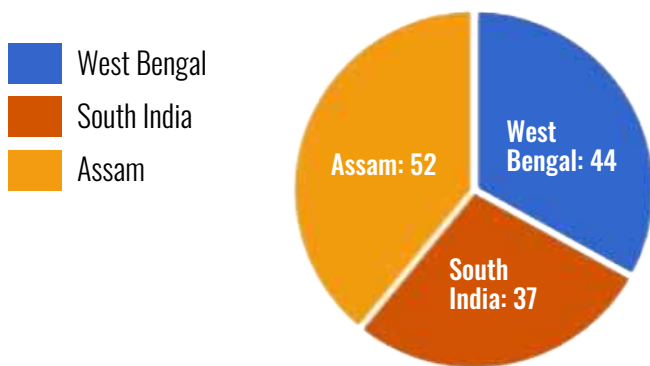
IT UPDATE



Status till December 2024

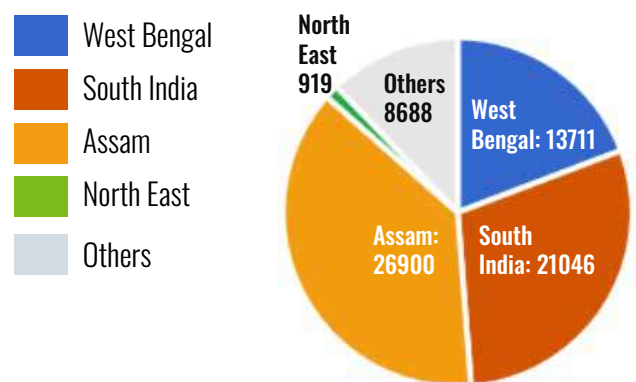
BLF registered region wise

Total No. of Registered BLF in Tracetea: 133



STG registered region wise

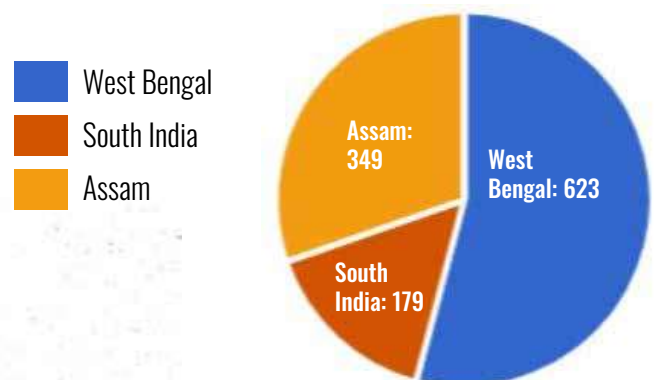
Total No. of Registered STG in Tracetea: 71264



3654

Aggregator registered region wise

Total No. of Registered Aggregator in Tracetea: 1151



tête-à-tête



ANUJ PRATIM BORDOLOI

IP Consultant, AFPRO

1. What did you do with your first salary?

Purchased some gifts for parents and went out for meals with friends & family. I had purchased a PS3 for self.

2. What is your favourite cuisine?

My favourite is Indian & Middle Eastern cuisine. Especially I savour on Tandoors & Kebabs.

3. Who was your first crush?

First crush was a girl way back from school while in boarding. Let's not be specific with the name.

4. What is your dream holiday destination?

The Caribbean. I prefer any beach destination for holidays for its chill vibe.

5. Who is your inspiration/role model?

My father for his inspiring life and the qualities he has. Among famous personalities- Shri Ratan Tata for his visionary leadership, humbleness and compassion.

6. Your favourite place to unwind after a stressful day at work?

With some good company at a place with good food, drinks & music (not loud).

7. Your biggest achievement in life?

Biggest has not yet arrived. I would rather term it as an important achievement- successfully completing my Master's degree from the UK.

8. Mention one thing that few people know about you?

I love experiencing adventure. Have done skydiving, river rafting and have scuba dived. There are still more in the bucket list.

Events Calendar



Our Director, Rajesh Bhuyan, was invited to deliver a keynote address at the BRICS Economic and Trade Forum Conference on 'Trade Development and Standards Cooperation' at Beijing in Oct. He spoke on the 'Standardization in the Tea Industry and Sustainable Trade' where he shared the *trustea* story and what has made it a successful sustainability standard. Incidentally, *trustea* is the only ISEAL Code Compliant standard in the BRICS region. Mr Bhuyan also participated in the release of the Chinese version of the ISEAL Code.

In October, IDH organized SUTRA, a sustainable trade summit, at Gurgaon. The theme was 'Accelerating Responsible Sourcing in Indian Markets'. Data shows that 86.2% of all farmers in India are small and marginal farmers (less than two hectares) but account for only 47.3% of the crop area.



In the tea scenario, small tea growers contribute to 52% of the tea production in India. There is a need for responsible trade that supports livelihoods, productivity, and productsafety, more than ever. And events like SUTRA are important to bring stakeholders together to share knowledge and best practices to keep the conversation going. Our Director, Rajesh Bhuyan, participated in the panel discussion on 'The Gender Factor in Responsible Sourcing' which is an important area for us, given that women are the significant workforce in Indian tea.

Events Calendar



Our work towards safe tea involves extensive training and awareness among small tea growers. Our capability-building programme is conducted in collaboration with Hindustan Unilever Ltd (HUL).

In December, our focus was on pesticide use, PPC and Banned Chemicals. Indiscriminate use of pesticides affects tea safety, environment safety and worker safety while impacting tea sales negatively as more buyers seek clean tea. We have been effecting change at the field level with our training. These sessions were held in association with our Bought Leaf Factory members and their small tea grower network. In December, we were able to reach 680 small tea growers across Uttar Dinajpur, Bidhannagar, Hansqua, Bhimdangi, Lataguri, and Jalpaiguri (North Bengal), Dhemaji, Sapekhati, Jorhat, Golaghat, Joypur, and Hapjan (Assam).

We have partnered with Hindustan Unilever Ltd (HUL) to launch a training programme for small tea growers on pesticide use and compliance with maximum residue levels. The programme is expected to cover 50,000 small tea growers across the country. As part of the programme announcement, we invited national & regional media houses to visit two bought leaf factories, Team AFCO Pvt Ltd and Ranglal Tea and Industries Pvt Ltd in Lahaol, Assam. The media contingent also visited Nahortoli tea estate near Dikom, where a regenerative tea programme is underway.



Guest Column

Safeguarding Tea Quality: The Importance of Bird-Proofing in Tea Factories - S. Arul Durai, Program Manager, RGR

trustea Sustainable Tea Foundation (tSTF) has been a driving force in promoting sustainability within India's tea sector, focusing on environmental, social, and economic dimensions across tea fields nationwide. Drawing from my experience as an implementer of tSTF initiatives, I have observed that bird-proofing measures in tea factories are both practical and essential components of its guidelines. These measures play a critical role in maintaining hygiene, ensuring compliance with food safety standards, and aligning seamlessly with the foundation's overarching sustainability objectives. Based on ongoing engagement with the *trustea* Code, which prioritizes maintaining clean and hygienic processing units to safeguard tea quality and safety, I have shared the following key insights with tea factory owners and employees :

- » Birds present in or around tea processing areas can introduce contaminants such as droppings, feathers, and other debris, jeopardizing product cleanliness and safety.
- » Installing a robust bird-proofing system in tea factories is essential to prevent contamination. This step ensures compliance with food safety standards, such as those outlined by the Food Safety and Standards Authority of India (FSSAI), and reinforces a commitment to producing high-quality, safe tea.
- » Bird infestations can disrupt operations and pose health risks to workers in tea factories.
- » Tea factories should install nets over windows, ventilation openings, and entrances to block birds.
- » Roofs and walls should be designed to be sealed, preventing birds from nesting.
- » Ledges should either be eliminated or fitted with spikes to deter birds from perching.
- » Food waste and other materials that attract birds should be promptly removed.
- » Routine inspections must be conducted to ensure the effectiveness of bird-proofing measures.

Guest Column

By strictly implementing bird-proofing measures in tea factories, the following key compliance benefits can be realized:

» Enhanced Quality Control:

Protects tea during processing, ensuring higher purity and minimizing contamination risks.

» Improved Marketability:

Meets global food safety standards, boosting consumer confidence and expanding market opportunities.

» Sustainability Alignment:

Supports the tea industry's commitment to sustainability goals, aligning with trustee's framework.

I am confident that the practices implemented by each tea factory effectively mitigate contamination risks, ensuring the quality and safety of the product while fully complying with the sustainability standards set forth in the trustee code.

Guest Column



Energy conservation measures in Tea Industry - Dr. S.R. Sivarasu & Dr. S. Ashok BEE Certified Energy Auditor

ENERGY CONSERVATION MEASURES IN TEA INDUSTRIES (ACHIEVED THROUGH A DETAILED ENERGY AUDIT)

➤ Tea industries plays an important role in Indian economy and provides jobs to more than two million people in India both directly and indirectly. However in general the tea industries are deeply suffering from the poor Operating Profit Margins (OPM), in spite of producing the tea output in a mass scale.

➤ We have done Energy Audits in more than 75 tea factories in the Nilgiris and Valpari Region of South India, we strongly believe that, if the industry come forward to implement the energy conservation measures proposed in the audit report; will definitely bring down their energy bills both in Electrical and thermal energy side with addition of improved productivity.

AREAS FOR POTENTIAL ENERGY SAVINGS IN TEA INDUSTRIES:

1. Compressor Pressure Optimization
2. Optimized Plant Input Voltage
3. Reduction of Electrical Distribution Losses
4. Reactive Power Optimization
5. Avoiding Power Factor and Demand Penalties
6. Condition Monitoring of Belt Slippage in Belt Driven System
7. Optimized Blades in Withering Section Fan Blower
8. Digital Speed Control of ID fan
9. Closed Loop Operations of Hot Air Fan
10. Fuel Moisture Optimization in Heater
11. Fuel Reduction in Hot Air Generator using Secondary Air Distribution
12. Optimization in Overshoot in Temperature Sensors
13. Adopting Best Additives for Thermal Energy Fuels

Guest Column

➤ Apart from Energy Savings; an energy audit proposes the plant safety & Best Operating Practices (BoP) to be followed in the industry in order to improve the Productivity & Safety. The following points are given much importance in the detailed energy audit process.

- IR Thermography Analysis
- Plant Load Factor (PLF)
- Plant Energy Performance (PEP)
- Vibration Analysis on Rotating Machines

➤ The outcome of the energy audit must bring down the Present Energy Consumption for the same Made Tea Production. A detailed energy audit report will be presented to the management of the respective tea industry; indicating the following points:

- Annual Energy Savings
- Annual Financial Savings
- Simple Payback Period on each Energy Conservation Proposals (ENCONs)
- Percentage of Energy Saving from the Present Energy Consumption

➤ This report also contains the measurements taken on each of the motors and machines in the industry. Comparison of data with design values, Graphs, Table and Calculations will be presented in the report as a supporting evidence for the proposed Energy Savings. Also the Energy Saving Opportunities will be presented in the report with i) **Low Cost** Investment, ii) **Medium cost** Investment and iii) **High Cost** Investment.

➤ With an experience in conducting energy audit in many tea industries, any tea industry has a scope to save a **minimum of 15 % of Electrical Energy and nearly 20 % of Thermal Energy** from the present consumption.

Note: Detailed energy audits were done under Promotion of Energy Audit and Conservation of Energy (PEACE) - A subsidy program promoted by Government of Tamilnadu.



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.

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