

NEWSLETTER



From the *Director*

This issue highlights the *trustea* program progress in the year 2025. Based on the production figures for tea in India, *trustea*'s certified volume of tea continues at a level of 75% of the tea produced in the country.

Further, the transition to Ver. 3.0 (now Ver. 3.1.0) of the *trustea* code has now covered 72% of the entities. The transition for the balance entities will be completed within 2026.

However, more than the coverage, the primary focus of the program and the stakeholders is on the impact of the program and the value that we deliver. With this goal in mind, *trustea* carried out a country wide extensive impact survey through a globally reputed agency in Q4 of 2025. The survey was based on our Logical Framework Analysis (LFA) of our Theory of Change (TOC). More details on the *trustea* MEL program are available here <https://trustea.org/mel>. The report is currently being collated and we plan to share the same soon. The detailed survey results will help us to share the areas of significant progress as well as provide the template to initiate actions on the areas of improvement in our journey towards delivering the goals of the program.

A handwritten signature in black ink, appearing to read "Rajesh Bhuyan", is positioned above the name.

Rajesh Bhuyan

Events calendar



Trustea's MRL workshops partnered with HUL are committed to equip tea growers with cutting-edge, science-based expertise to ensure healthy & sustainable tea leaves. In Oct we trained 50 STG's at Al Ashraf Tea in Bolancha. In Assam 144 small growers from Balaji Beverages, Titabar Tea Factory, Sree Balaji Industries & Copper Infusion Agro LLP were part of the workshop.

Key discussions were focused on:

- MRL awareness
- Responsible pesticide usage
- Understanding banned chemicals
- Key features of the Teaplus app



Events calendar



Driving continuous improvement and consistency in the Indian tea industry, the 2-day Lead Auditors workshop brought together auditors representing leading verification bodies: Baltic Control, Indocert, TUV Nord, and Cotecna.



The rigorous agenda covered key areas essential for upholding the high standards of the *trustea* Code:

- **Comprehensive Standard Analysis:** A deep-dive review of Standard Version 3.1.0 to ensure complete, uniform understanding and application across all audits.
- **System & Process Review:** Detailed training and review of the updated System Assurance Protocol and the TCMS portal for efficient, credible, and traceable verification.
- **Strategic Application:** Sharing strategic insights and reviewing real-world field examples to sharpen auditing skills and ensure practical, on-the-ground compliance.
- **Quality Assessment:** Crucial auditor assessments to confirm expertise and adherence to the latest *trustea* requirements.

This workshop is fundamental to guaranteeing the reliability and integrity of the *trustea* verification system. Together with our esteemed auditing partners, we continue to strengthen the supply chain for *trustea*-verified sustainable tea!

Events calendar



Rajesh Bhuyan, Director of Trustea Sustainable Tea Foundation, recently spoke at the ETP India Tea Forum in Guwahati, underscoring the importance of sustainability certification for India's tea industry. He stated, "Trustea, being an Indian standard, focused on the domestic tea supply chain, country-specific requirements are already built in, simplifying the need for localization. At the same time, being ISEAL code compliant, Trustea offers the best-in-class global sustainability principles for the members." Mr. Bhuyan also highlighted sustainability certification as a vital tool for producers to combat the impacts of climate change effectively. His remarks reinforce Trustea's role in making the Indian tea sector both economically robust and aligned with global sustainability standards.

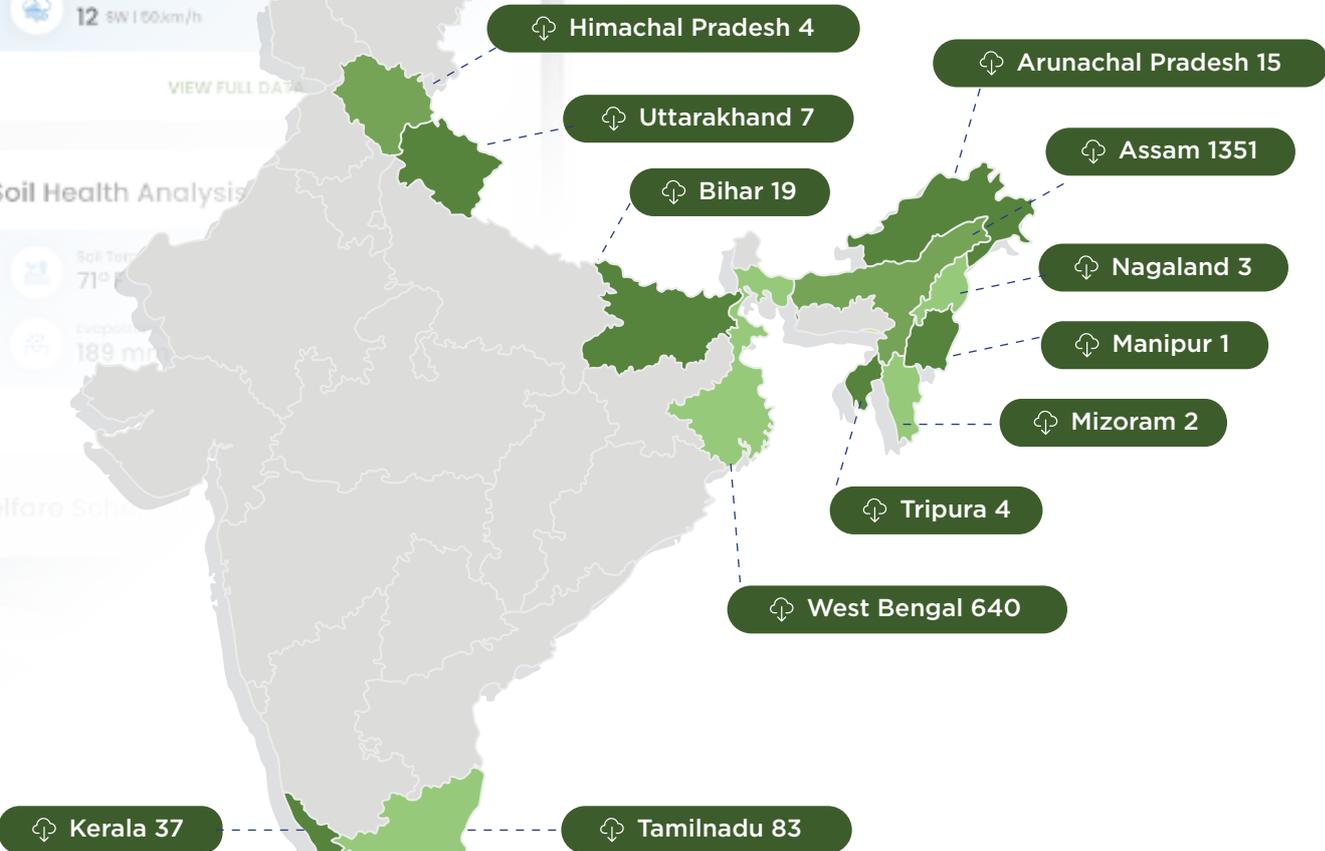
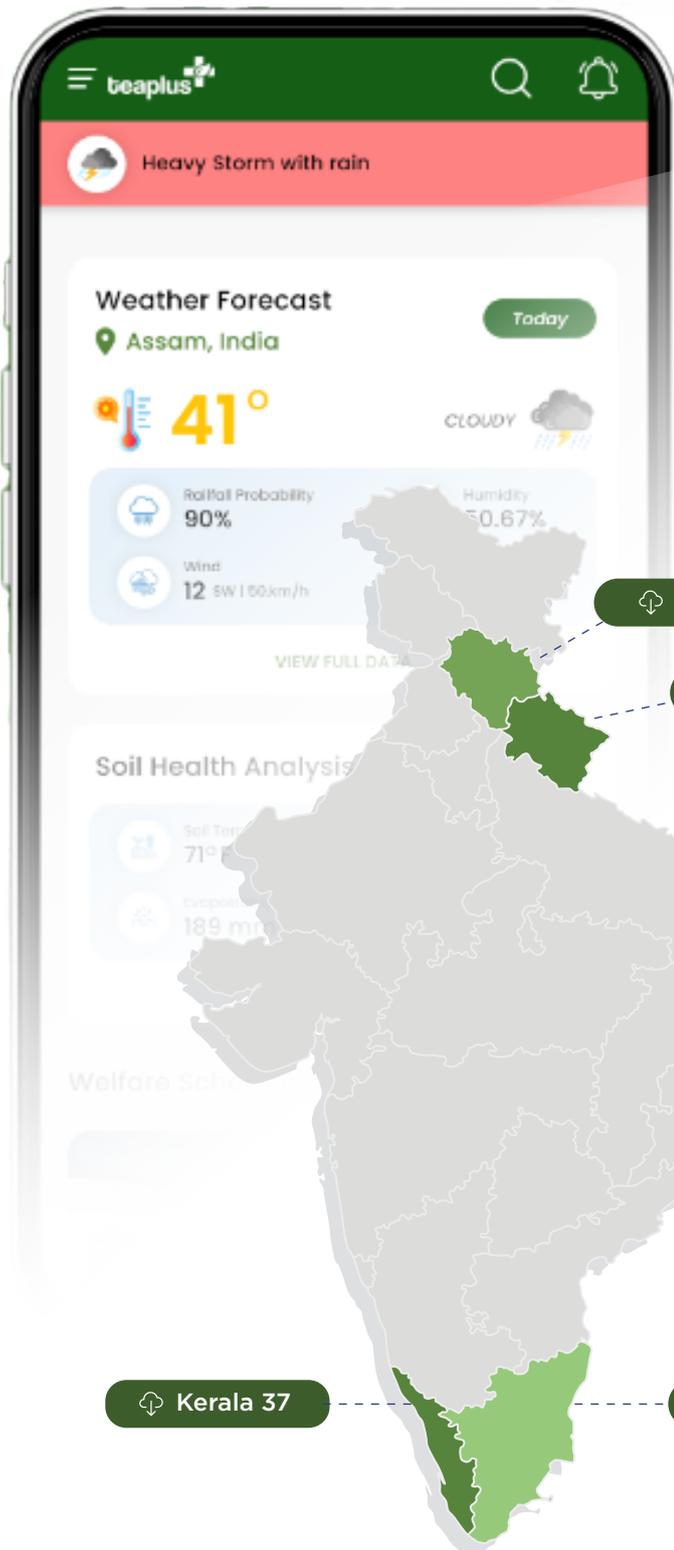


IT Update



State-wise total app downloads
in 2025 - 2166

Total users till date (exit Dec'25) - 5820



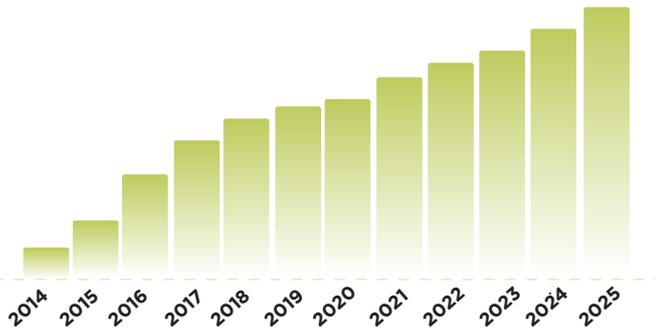
Program Update



1011.54
MN KGS

of tea verified till Dec '25

YEAR-WISE PROGRESSION OF VOLUME (M KGS)



WOMEN

3,59,045



MEN

2,77,270

WORKERS REACHED



907

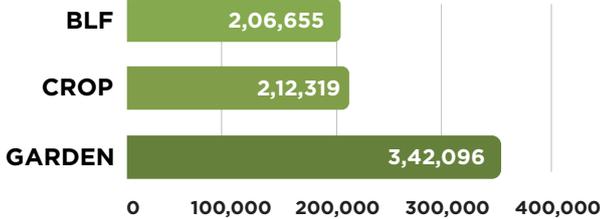
ENTITIES VERIFIED



1,43,000

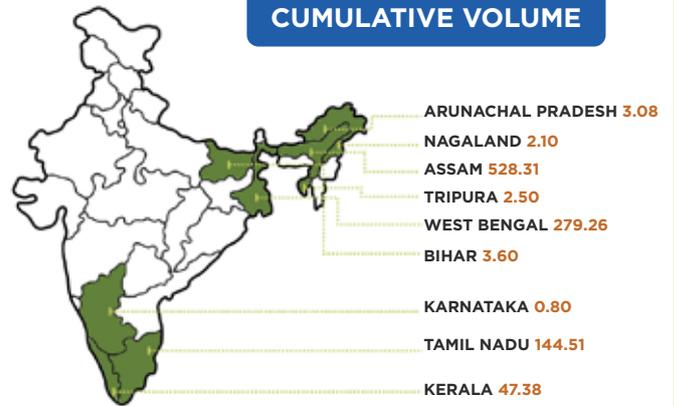
STG'S COVERED

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 - 1011.54 Mn Kgs

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

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.

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