Enhancing the availability of Tea for the consumers produced in an environmentally sustainable and socially responsible supply chain that fosters economic viability

**Sector/Landscape Governance**
- A robust, credible, & self-financing verification scheme for the Indian domestic tea market driven by a combination of market demand & ownership of the tea industry stakeholder who continues to own, manage, & review the code.

**Field Level**
- Buyers are able to source & producers are striving for continuous improvement in addition to assurance of the sustainability practices for their product line.

**Business Practices**
- Improved smallholder livelihood through gains in profitability, productivity, & access to services.
- Improved worker welfare particularly in relation to wages, occupational health, & safety.

**Theory of Change**

**Environment**
- Climate-resilient
- Good natural capital management
- Circular economy in the tea industry

**Society**
- Entities become socially responsible
- Entities focus on a safe working environment
- Empowered women & youth

**Economy**
- Resilient, economically viable working environment
- Living wage & living income
- Availability of safer, sustainably produced tea

**Outputs**
- Benefits to consumers/buyers - risk management, reliability of supply, marketing, etc.
- Responsible producers able to gain brand recognition & maintain long-term market access
- Certified producers & supply chain able to demonstrate a supply of responsibly produced tea
- Other producers adopt improved practices through learning, replication, & supportive policies

**Activities**
- Code Revision
- Monitoring, Evaluation, & Learning
- Research & Development
- Revision of Assurance Processes
- Implementation of Partnerships
- Training, Support, & Advice
- Awareness in Government

**Supportive Government Policies**

**Enabling Environment**
- Advocacy With Government/Regulatory Body
- Advocacy & Partnership Building With Industry
- Advocacy & Partnership Building With Consumers, Retailers, NGOs

**Assumptions**
- A sustainable verification and certification mechanism will be established.
- Changed practices of entities, verified by a certification process will lead to Environmental, Societal and Business-related benefits leading to achievement of sustainability goal.
- IPs will be interested in and will be able provide support to entities
- Entities will be capacitated and interested in certification
- Entities will change practices
- Credible code will be established
- Entities will be able to get certifications
- Trusteea will be able to create and maintain a relevant code through research, monitoring secondary data and evaluation of code
- Manage implementation agencies and CB partnerships