

NEWSLETTER

July-September 2019 • Volume 2

From the Director:

On 11th of July this year, we completed six years of the launch of the *trustea* Program. We are thankful to all our stakeholders and well-wishers for their continued support.

Small tea growers are playing an increasingly important role in the tea supply chain in India. In this context, I am happy to report that the number of small tea growers associated with *trustea* crossed the significant milestone of 50,000. Currently, we are working on an initiative to create a simplified and easier to relate *trustea* compliance module specifically for the small tea grower segment.

This year we have received a large number of applications for new enrolment. We look forward to having them all on board as members, at the culmination of a successful implementation journey. With new implementation partners on board, requisite ground level handholding outreach is available across the tea growing regions in India.

trustea is committed to transparent and value-added communication with all stakeholders. We are pleased to inform that Anika Kumari has joined the *trustea* secretariat team as Assistant Manager - Communication.

Please share your feedback & contribution to comms@trustea.org. Hope you enjoy reading the newsletter.

Rajesh Bhuyan

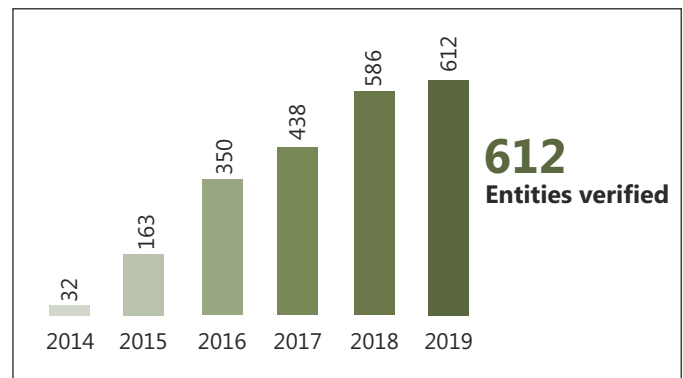
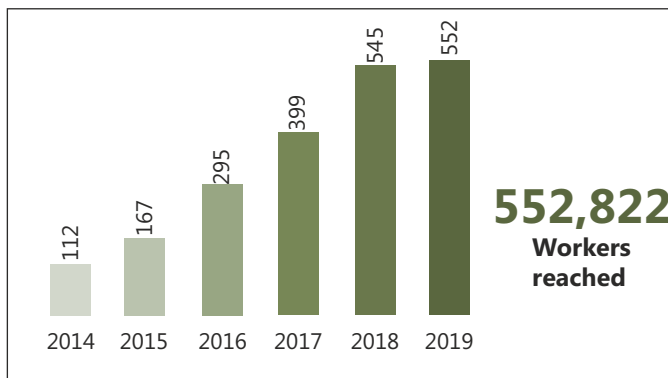
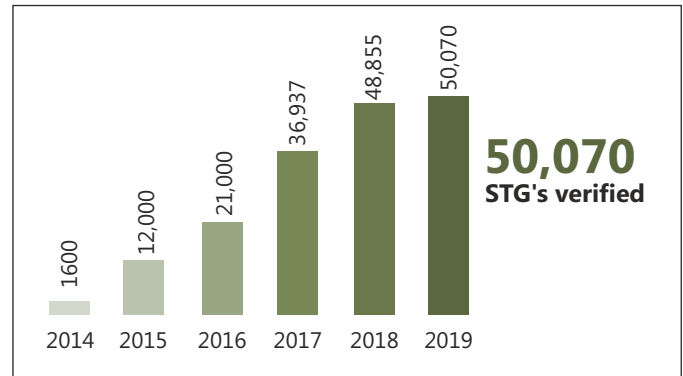
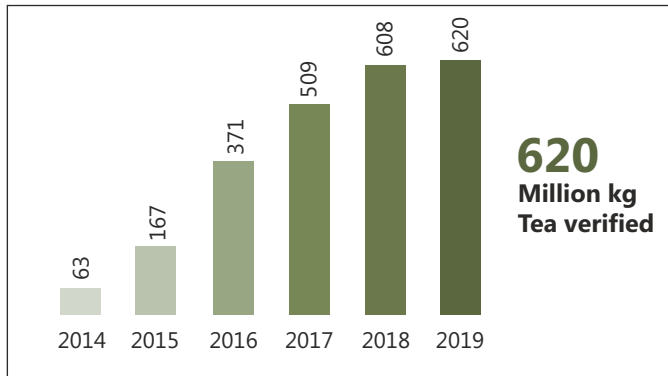
Director, *trustea*

In this Issue

- Program updates
- News & Updates
- Code corner
- Event Calendar
- Perspectives

PROGRAM UPDATE

trustea has verified 620 million kgs of tea till June 2019, which is almost half (46%) of the total tea produced in the country annually. *trustea* has been creating a positive impact by engaging with nearly 50,070 smallholder tea growers, 3 lakh female workers and 2.5 lakh male tea workers, and certifying over 460 estates and bought leaf factories for demonstrating progress and improvements under the good agricultural and manufacturing practices of the *trustea* Code.



NEWS AND UPDATES

IMPLEMENTATION TRAINING

A training was organized on *trustea* Code & its implementation from 27th – 29th May 2019 in Kolkata. The training was attended by Tata Trusts and Tea Research Association (TRA) of India as prospective Implementation Partners (IPs) and SGS, DNVGL, Control Union as Certification Bodies (CB). The participants were awarded with a certificate on successful completion of the training program.





“A sustainability code and verification system for the country's tea sector”

EVENT CALENDAR

27-29

MAY 2019

KOLKATA

Implementation Training with Implementing partners and Certification bodies

CODE CORNER

PROCESS OF ENHANCEMENT OF NUMBER OF STG'S

Situation

Action

Increase in the procurement upto 10% of certified volume per STG

No need of conducting audit

Increase in the procurement above 10% of certified volume per STG

Write to the *trustea* Secretariat with details of the proposed changes. After approval, external audit is to be carried out by Certifying Body (CB) and upon approval the additional volume will be added to the Verification Certificate

Addition of new STGs

trustea Program has to be implemented in the new STGs and NOC to be obtained from the implementation partner. Upon receipt of NOC, the entity needs to arrange for external Audit by the empanelled Certifying Body selected by the entity .



PERSPECTIVES



Promoting tea cultivation through small growers has transformed the landscape. The tea sector today is a combination of the large and established tea companies including those tea estates where the cultivation of tea in India was pioneered and new areas planted by the small farmers, in Assam, West Bengal and South India.

The evolution of the small tea growers from unorganized suppliers to responsible farmers by voluntarily submitting to the discipline and accountability of following sustainable practices is a paradigm shift within the tea industry. This makeover ushered in by *trustea*, as a certification standard, applicable to the small tea growers and the organized tea producers has had a significant impact on the relationship between the organized and the unorganized growers.

Apeejay Tea, as the third largest producer of tea, recognized the imperative of signing up for *trustea* as a certification of not only the leaf it produced and processed in its manufacturing facilities, but also taking on the challenge of assisting the small tea growers supplying leaf to its factories to adopt practices and get themselves certified. Thirteen of the 17 Apeejay Tea estates are *trustea* certified. Small tea growers supplying leaf to 12 of its 15 factories have also been certified by *trustea*.

The pooling of leaf grown on the estates and small plots – all of it *trustea* certified -- has great potential; the farmer can grow into a professional who meets the global demand for sustainably produced farm products. For Apeejay Tea, it means that there is a source of leaf other than its own to increase the volume.

Shikha Mukherjee

Advisor, CSR

Apeejay Surrendra Management Services Private Limited



Thank you for your support.

Celebrating 6 years of our Program

For more details on the Program, contact: support@trustea.org