

# NEWSLETTER

January-March 2021 • Volume 8

## From the Director:

As we go to press with this newsletter, the covid situation in the country has once again become a cause for serious concern. While the tea industry continues its operations, prioritizing the safety and well-being of all personnel is the need of the hour. The *trustea* code provides specific guidance for safety measures in case of a public health emergency and multilingual COVID resource material is available on the *trustea* website ([www.trustea.org](http://www.trustea.org)) as well. The tea supply chain has been operating in a responsible way all through the recent troubled times to ensure that we always get our favourite cup of tea at hand.

In order to deliver the requisite services for business continuity to the *trustea* program members, a number of IT based remote processes were introduced in 2020. We will continue to work with our stakeholders to provide more innovative solutions while keeping the core values of the program sacrosanct.

Implementation Partners and the Certifying Bodies associated with *trustea* have more than 75 affiliated resources across the country. They have shown tremendous resilience in carrying on with their field work whenever permitted by the government and organization specific guidelines. Needless to say, the health and safety of the personnel should always be the sole criteria for making decisions on on-field deployment.

Please feel free to contact us 24/7 at "support@trustea.org". We are committed to work hand in hand with the Indian tea fraternity and all partner organisations in navigating these stormy waters.

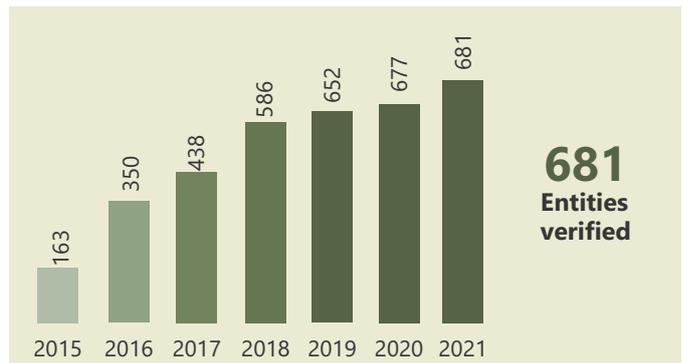
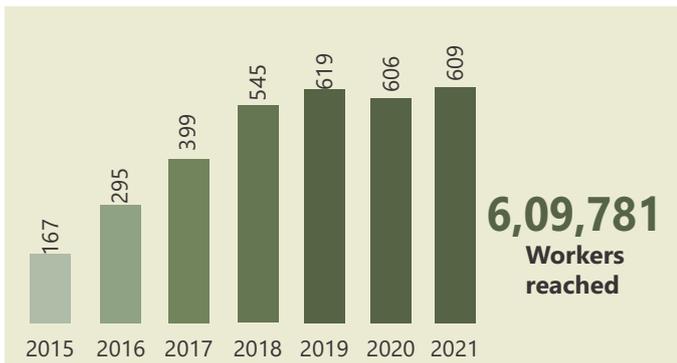
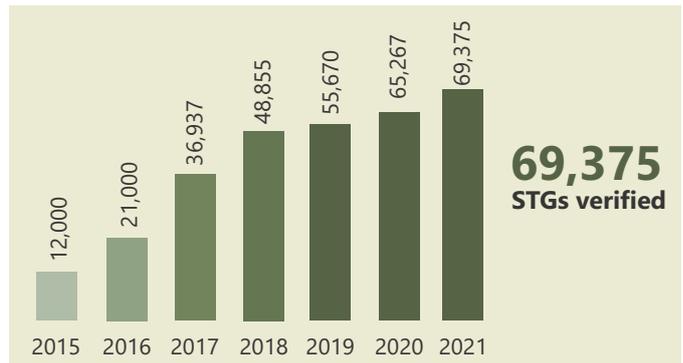
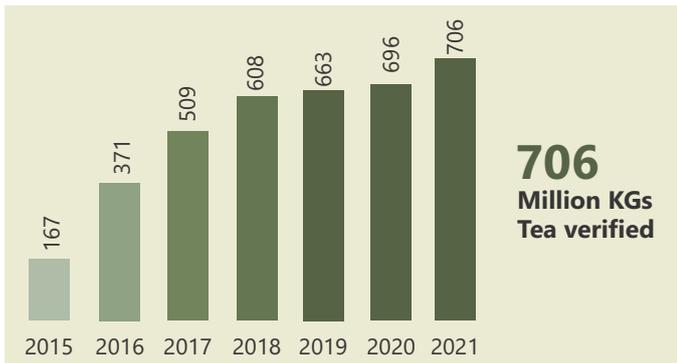
Please take care and stay safe.

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## Program Update\*



\*Data as of March'21

## News & Update

### *trustea* Sustainable Tea Foundation Fourth Council meeting **29<sup>th</sup> January 2021**

*trustea* organized a day-long online meeting for the multi-stakeholder council. The council was apprised about the program updates. Certain approvals were granted by the council to the program.



### *trustea* auditors training **23<sup>rd</sup> - 24<sup>th</sup> March 2021**

The 2 days' virtual training program for *trustea* auditors witnessed valued participation from 7 organisations. The empanelled certification bodies Cotecna, DNVGL, IMO, Indocert, OneCert, SGS and TUV India took part in this training. An e-learning module was the pre-requisite for attending this training program. The training was followed by an online assessment. The participants were awarded with 'Certificate of Completion' on successful completion of the training program.



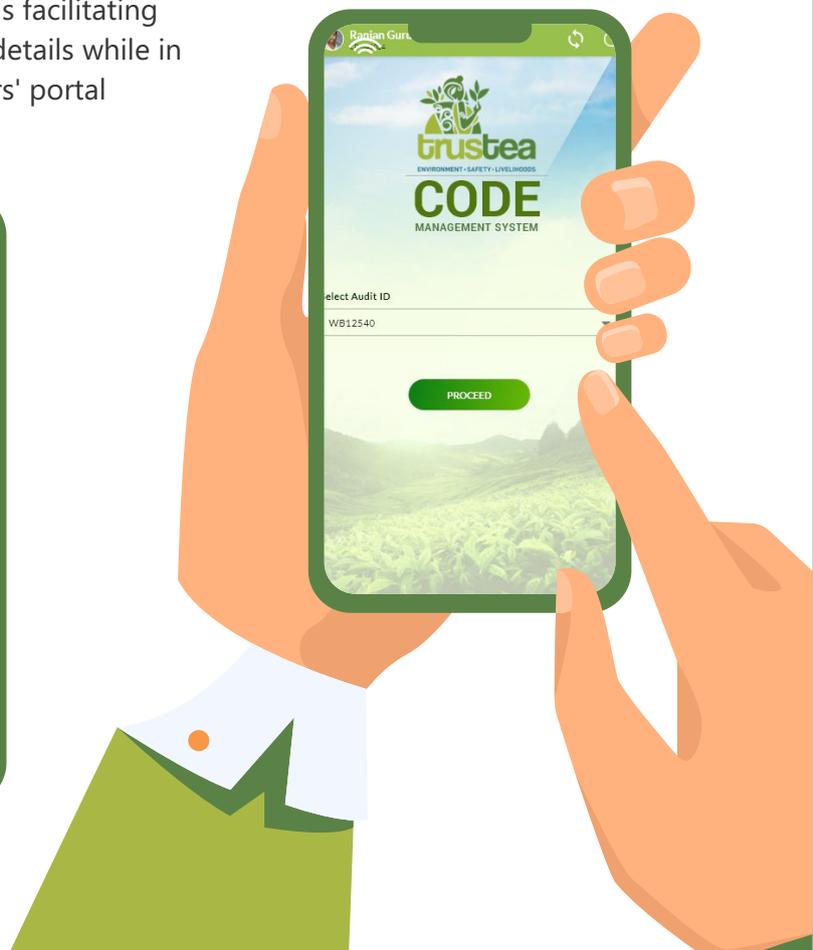
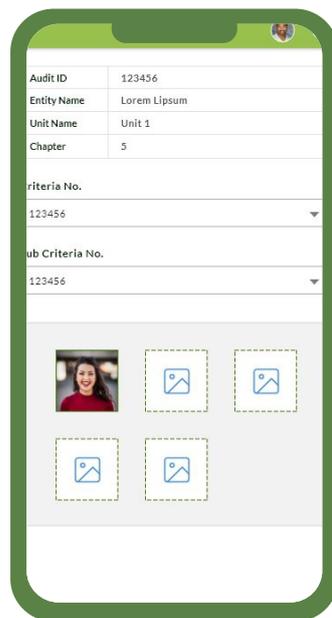
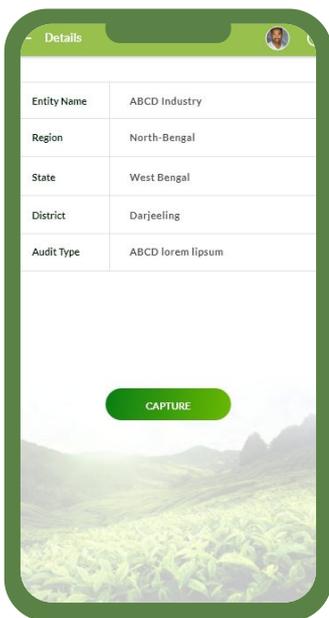
## Pilot Rollout and QR card distribution:

Pilot on the *trustea*'s traceability application 'tracetea' was conducted in Geeveetea industries, wherein the lead farmers were trained on using tracetea app in their mobile handsets. Also, the QR cards were distributed to the associated STGs.



## Development of App for capturing evidence towards facilitating audit:

The tracetea mobile application has been enabled with an additional feature of capturing the evidences towards facilitating audit. The audit team can now capture the relevant details while in field, and later can transmit them over to the auditors' portal (either offline or online) for further processing.



## Event Calendar

### Webinar on 'trustea's Impact Report' 3<sup>rd</sup> March 2021

During the webinar, the impact created by *trustea*'s work on-ground and the associated learnings was deliberated. The guest speaker during the webinar was Mr. Prabhat Kamal Bezbaruah, Chairman, Tea Board of India who shared his insights on the Indian tea sector.

The entities that shared their experiences on how the *trustea* program has made an impact on the ground were:



## Webinar on *trustea*'s Impact Report

Wednesday, 3<sup>rd</sup> March'21 | 11:00 AM - 12:30 PM

Hear from our Guest Speaker and the Certified Entities



**Prabhat Kamal Bezbaruah**  
Chairman  
Tea Board of India  
(Guest Speaker)



**Debashish Barua**  
Deputy General Manager  
Singlo Division Apeejay Tea Ltd



**Supriya Sahu - IAS**  
Principal secretary  
Govt of Tamil Nadu &  
CEO Indcoserve



**Uttam Baishnab**  
Manager  
Goodricke Group Ltd



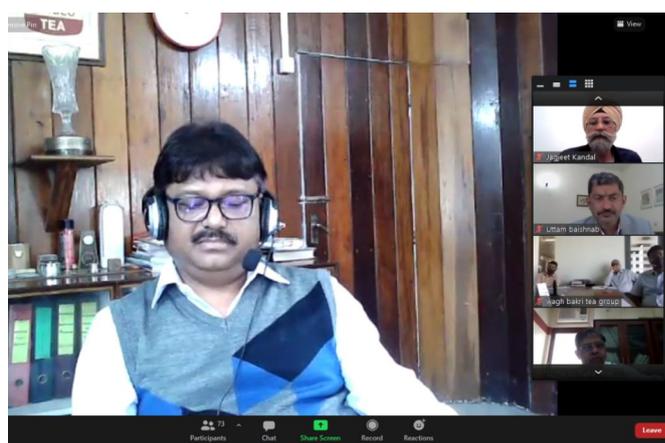
**Benil John**  
General Manager  
Harrisons Malayalam Ltd.



**Major Impacts of Trustea Certification**

- Judicious use of Agro-chemicals
- Safe and approved chemicals only used in Tea
- Safe Storage of chemicals
- Improved health status of workers
- Reduced PPE usage at workplace
- Respecting buffer zones during chemical use
- Planting indigenous plants in the farm
- Expanding Bio-fencing methods
- Adopting water conservation methods
- Introduction of scientific water analysis system
- Maintaining Safe Harvest Interval

Continued...



Please find below some salient feature:  
Impact of Trustea on Tea –

- Trustea is helping the sustainability of our product “TEA”, which is must for the industry.
- Trustea has given the opportunity to have regular visit / interaction with STG's.
- We as a company conduct seminar/ workshop in different parts of the district with STGs on regular interval.



## Perspective

*trustea* is a very unique program as it has been developed in India for the Indian tea sector. Indeed, it is the largest domestic sustainability verification system in the world! The program is really meaningful, cost-effective and practical, without compromising on the globally accepted sustainability principles and standards. *trustea*'s achievements so far have been derived through the extensive engagement with various stakeholders, partners, beneficiaries etc. Moreover, *trustea* Sustainable Tea Foundation council has a balanced representation from the Indian tea fraternity.

*trustea* is one of the first tea sustainability codes that focuses on food-safety concerns. It ensures that all its verified entities analyse the various aspects of tea and evaluate residual levels against the guidelines, prescribed by the Tea Board of India and FSSAI. This ensures that safe tea reaches the consumer's cart.

*trustea* has been instrumental in contributing towards many of the UN Sustainable Development Goals (SDGs). *trustea* has been facilitating collaboration and inclusion in the Indian tea value chain, especially through inclusions of BLFs and STGs – many of whom are women.

Further, I believe *trustea* is a powerful platform supporting the Indian tea industry. I am confident that *trustea* will keep driving the sustainability element in a holistic manner, besides implementing its sustainability code.



**Jordy van Honk**  
Global Director Agriculture  
Commodities - Brands, IDH



For more details on the Program, contact: [support@trustea.org](mailto:support@trustea.org)

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