



# NEWSLETTER

Volume 11

From the

**DIRECTOR**

There is a pressing need to undertake resilience and impact mitigation measures to tackle the adverse impact of climate change. *trustea* program is a strong believer in collaborative efforts towards sustainability in the Indian tea industry. It was therefore an honour for *trustea* to be a part of the deliberations in the recently held “Brainstorming session on carbon credits for tea industry” organised by TRA in association with the Tea Board of India. It was attended by leading tea industry stakeholders and helmed by the Chairman of TRA, Mr Prabhat Bezboruah and Mr Sourav Pahari, Chairman of the Tea Board of India.

The session saw a detailed presentation on the technical elements as well as various aspects of sustainability practices that can be adopted towards generating carbon credits. All the participants expressed keen interest in the proposal to roll out a pilot project towards this end. Trustea committed to be an active partner in the process with other organisations. We hope that this will usher in a new beginning towards collective action on climate resilience in the Indian tea industry coupled with the concomitant financial benefits from commercial usage of carbon credits.

It is worthwhile to mention that the *trustea* code is now in the initial stages of an overall revision and key elements of best in class globally accepted actions that promote climate resilience will be a part of the draft proposals as we move forward in the approval process. Please watch this space for more updates on the the *trustea* code revision activity.

We welcome your inputs on how the code can be restructured to deliver more effective sustainability impact. Please write in with your suggestions to [comms@trustea.org](mailto:comms@trustea.org).

**IN  
THIS  
ISSUE**

- Program Updates
- Event Calendar
- IT Update
- Latest Update



## PROGRAM UPDATE\*



\*as on 25<sup>th</sup> July'22

## EVENT CALENDAR

### Webinar on "Women's rights and safety at workplace in the tea garden" – April 2022

The webinar witnessed 110+ participants from diverse backgrounds. Dr. Poulomi Pal, Program Specialist, Ending Violence against Women, India Country Office of UN Women was the key note speaker. The sessions were followed by a panel discussion with the eminent personalities exchanging insights on the topic.

- **Ms. Shikha Mukherjee**, Independent Journalist
- **Mr. Pranjal, Neog**, General Manager, Goodricke Group Ltd
- **Dr. Nazrana Ahmed**, Director, Ahmed Tea Co. (P) Ltd.
- **Ms. Manisha Majumdar**, 'Women's Safety Accelerator Fund (WSAF)'

The recording of the webinar is uploaded over *trustea's* website.



**trustea participated as a panelist in the event organized by Tea Board of India and Indian Tea Association on the occasion of International Tea Day – May'22**

On May 21st this year, on the occasion of International Tea Day, *trustea* was happy to be among the panelist having an enriching dialogue on sustainability in tea sector organised by Tea Board of India and Indian Tea Association on the occasion of International

Tea Day 2022 discussing challenges as well as potential opportunities and way forward.

*trustea's* Director, Rajesh Bhuyan spoke on Sustainability Challenges and the Business Case for Certification in the Tea Sector. "Certification standards are intricately linked to all of us having a collective desire to sustain businesses for the next generation." - Rajesh Bhuyan

Listen here:

<https://www.youtube.com/watch?v=kH6F7-rYQmw>



**trustea Program Partner Conference – June 2022**

'*trustea* Program Partner Conference' for exchanging ideas and learnings towards revisiting and strengthening the program was conducted.

- The event witnessed valued participation from over 100+ participants in hybrid mode i.e. a combination of nominated in-

person attendees and other participants joining online.

- The conference was attended by Tea Research Association (TRA), AFPRO, RGR-an initiative of Tata Trust, NSFI and Ambuja Cement Foundation as Implementation Partners (IPs) and Control Union, TUV India, Cotectna, DNVGL, Control IMO, Indocert, OneCert, SCG as Certification Bodies (CB).



**trustea was invited in the brainstorming session on carbon credits for the tea industry organised by the Tea Board of India and Tocklai TRA – July'22**

trustea actively collaborates with the various stakeholders in the Indian tea industry. We

believe these collaborations and partnerships are key to the sustainability we are striving for.

trustea was invited to take part in the brainstorming session organised by the Tea Board and Tocklai TRA, on taking the tea industry towards carbon neutrality



**IT UPDATE**

**Traceability – A digital solution for tea traceability**

“Tracetea” has proved itself as the only end-to-end traceability and supply chain management system in the tea industry.

**Participation in tracetea**

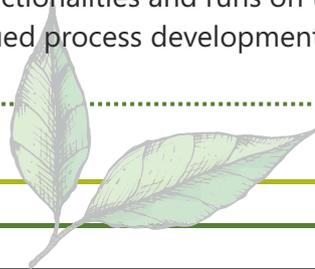


**Tracetea is live in following entities:**

- 1 Manjoor (Tamilnadu)
- 2 Salisbury (Tamilnadu)
- 3 Frontier (Tamilnadu)
- 4 Bitherked (Tamilnadu)
- 5 GVT Induatry (Tamilnadu)
- 6 Kurti Tea Co. (West Bengal)
- 7 Tingkhong TE (Assam)
- 8 Bhergoan TE (Assam)

**trustea Code Management System:**

trustea has released another digital initiative named trustea Code Management System (TCMS) on 19<sup>th</sup> June 2021. This application conducts good practices of regular functionalities and runs on the basis of standard operation procedure of trustea certification cycle and continued process development



Flow of data through the TCMS system in 2021 after "go live". From 14th June onwards, 420 VC generated as on 25<sup>th</sup> July'22

## OPERATIONAL STATISTICS

Verification  
Certificates

420

No Objection  
Certificates

107

Internal  
Audits

182

External  
Audits

586

STG  
Database

59689

Since June 2021

## LATEST UPDATE

### **trustea has been awarded in the 4<sup>th</sup> edition of the "ICC Social Impact Award"**

*trustea* has been awarded in the 4<sup>th</sup> edition of the "ICC Social Impact Award" for its on-ground impact towards sustainability! This is one of the milestones towards *trustea's* wide recognition for its contributions to the society.

The application were invited by Indian Chamber of Commerce (ICC) for the 4th Edition of "ICC Social Impact Awards".

The award mechanism consisted of the following selection process:

- **First stage** – Questionnaire assessment, inclusive of compliance assessment, based on details furnished by a participating entity.
- **Second stage** – Finalization of companies for presentation based on the questionnaire received and assessment by jury.
- **Third Stage** – Selection of the innovative CSR projects for final recognition by the Jury/Search Committee.



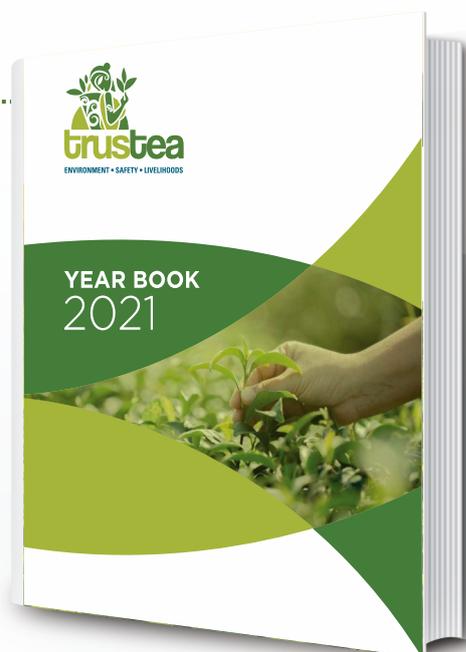
## trustea's 'Year Book 2021'

trustea is pleased to unveil the "trustea Year Book 2021", depicting the key milestones and events during the year. We sincerely thank all our stakeholders and well-wishers for their valued contributions in trustea's journey! Enjoy reading the flip-book at

<https://trustea.org/year-book-2021/>

The pdf version of "trustea Year Book 2021" can be found here

<https://trustea.org/wp-content/uploads/2022/05/trustea-Yearbook-2021.pdf>



## Celebrating 9 years of trustea's journey

trustea turned 9 this year. Our work takes place entirely behind the scenes, with our small but well-oiled team hard at work on the ground. Our work is also not one where changes are visible overnight. Many thanks to our members, stakeholders and the entire Indian tea fraternity for the cooperation and support, as we continue taking small steps towards a big vision!

<https://www.youtube.com/watch?v=A65KO5F4jd0&t=1s>

**For more details on the Program, contact:**

support@trustea.org

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