

SUCCESS STORY FROM THE FIELD

“Tracetea has helped small tea growers like us in numerous ways. From farm to supply records, it has helped us in maintaining accuracy. Also, I feel that tracetea will have a major impact in the tea industry in the future. I would like to thank Trustea for introducing us to tracetea.”



Mr. Lakhyajit Gogoi
Aroti Tea Farm, Assam

→ CHALLENGE:

Blending Tradition with Technology

Amidst the age-old tea cultivation practices, Mr. Gogoi faced the challenge of modernizing his operations without compromising the authenticity and heritage of his tea leaves. He sought a way to bridge the gap between his farm and trustea verified factories while upholding environmental values.



Deepankar Kalita, Sustainability consultant,
TRA conducting tracetea training

→ SOLUTION:

Tracetea - Bridging the Gap

Tracetea entered Mr. Gogoi's journey in 2022 end, and the transformation was remarkable. The app's features played a pivotal role in reshaping Aroti Tea Farm's success story:



Enhanced Record-Keeping:

Tracetea became Mr. Gogoi's digital diary, meticulously recording every facet of tea cultivation. From plucking records and chemical application records to collection and supply management systems, his farm's journey was preserved in detail.



Data Accessibility :

With an internet connection and Tracetea, Mr. Gogoi's tea journey was accessible at his fingertips, transcending geographical boundaries. This enabled farmers like him to view, update, and share information in real time, even from remote locations in comparison to physical farm diaries which are location-bound as accessing or updating information became very challenging if the diary was not on hand, or if the farm manager or consultant was not physically present.



Efficiency Redefined :

The app streamlined data entry, sparing Mr. Gogoi hours of paperwork. This newfound efficiency allowed him to focus on cultivating tea and exploring innovative techniques. Earlier manual entries were time consuming compared to digital data entry. This was cumbersome especially during busy farming seasons when there were numerous tasks to document such as plucking details, manure and chemical applications etc.



Backup and Security :

Mr. Gogoi's records were safeguarded through Tracetea's secure cloud storage. Peace of mind came with knowing his tea journey was protected allowed him to focus on cultivating excellence.



Environmental Stewardship :

In line with his commitment to sustainability, Tracetea's paperless approach resonated with Mr. Gogoi's values, reducing his farm's carbon footprint.



Results: A Beacon of Excellence

Mr. Lakhyajit Gogoi's journey with Tracetea epitomized the marriage of tradition and innovation. Aroti Tea Farm's tea leaves became more than a product; they told a story of transparency, quality, and sustainability. His collaboration with trustea verified factories flourished, creating a harmonious partnership rooted in shared values.

The success of Mr. Gogoi's journey through Tracetea stood as a testament to the potential of technology to preserve heritage, foster collaboration, and amplify industry standards. Aroti Tea Farm's legacy extended beyond tea leaves; it represented the essence of progress and transformation.