

# UDAYACHAL CHAH KHETIYAK SAMABAI SAMITY AND SURYA TEA INDUSTRIES

## An inspired journey into empowerment

Surya Tea Industries, a trustea certified entity based out of Talap, Dibrugarh, has been a part of trustea's journey since 2015. They have produced 1.09 million Kgs of tea for 2023, out of which 95.4 % of tea has been sourced from self-help groups.

Udayachal Chah Khetiyak Samabai Samity was established in 2001. Apart from tea, the primary income source of SHG members prior to 2001 was mainly from cultivation of seasonal crops like orange, paddy, betel nut, and betel leaf.

Surya Tea Industries has encouraged healthy competition amongst its grower community by ensuring fair prices for their produce.

We engaged in a conversation with **Mr Dindyal Verma, Managing Director** and the major driving force behind the formation of the SHG.

### I. What was the motive or vision behind your active engagement during the formation of the self-help group?

The primary motive behind our encouragement of the self-help group was to build an effective channel of communication and create sense of unity amongst the growers. We wanted to set up a channelised medium through which we could convey our areas of mutual interest, including the crucial aspect of production of good quality green leaf.

### II. How many members are part of the initiative?

We have a community of 131 members as a part of this initiative out of which 12 are women land owners.

### III. What type of work are they employed in?

They are majorly engaged in production of green tea leaf.

### IV. What is the most significant impact noticed post starting of the group?

As I mentioned earlier, after this group was formed, we were able to have a focussed and meaningful dialogue with the group on areas of mutual interest. The group members were keen on solving the issue of quality of green leaf and we were able to engage successfully in improving the incoming leaf quality, leading to better remuneration for the farmers. A sense of healthy competition and improved knowledge on management areas in garden like pest & manpower utilisation started to develop amongst the growers which eventually helped them in cost cutting and efficient running of the small tea gardens.



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After *trustea* implementation, we have deputed a dedicated person for the SHG to look after their field operations like plucking good quality leaf, application of only PPC approved pesticides, maintaining spraying, plucking gap etc. This has made an excellent impact on leaf quality which has improved exponentially and also helped us in receiving pesticide risk free raw material.

**Mr Dindyal Verma, MD  
Surya Tea Industries**

### V. Has there been an additional income for the farmers due to this partnership?

Yes, there has been a significant growth on their yearly income as they started producing good quality of green leaf which resulted in better realization of prices throughout. And I feel a good growth in income naturally makes you feel confident and empowered.

### VI. Can this serve as a model for others in the community or estate to join in?

Yes surely. It worked for us and I hope it works for others as well who are interested in giving back to the society by making quality products for the future generation.

