

NEWSLETTER

October-December 2020 • Volume 7

From the Director:

A tumultuous year has just come to a close. Like the rest of the world, the tea supply chain in India too demonstrated resilience and adaptability in overcoming the challenges that the COVID pandemic threw up. The *trustea* program pitched in with innovative concepts like remote audits and a hybrid training model- a mix and match of both face to face and remote processes.

The on ground *trustea* program implementation partners and certification bodies, along with their personnel, deserve kudos for venturing forth on field work, whenever the COVID situation provided a window to physically reach out to the tea producing entities and small holder farmers. This was supplemented by continuous remote handholding efforts. Thus, we were able to facilitate the enrolment of many new entities to the program, apart from providing continued outreach to the existing members.

Despite all odds, *trustea* added 55 million kgs of volume in 2020 and, after accounting for attrition, the exit volume stands at 696 million kgs. We would like to express our sincere thanks to the implementation partners, certifying bodies and commercial partners for their wholehearted support, without which this would not have been possible. Last but not the least, a special shout out to the *trustea* secretariat team for their untiring efforts to make things happen in an uncertain world.

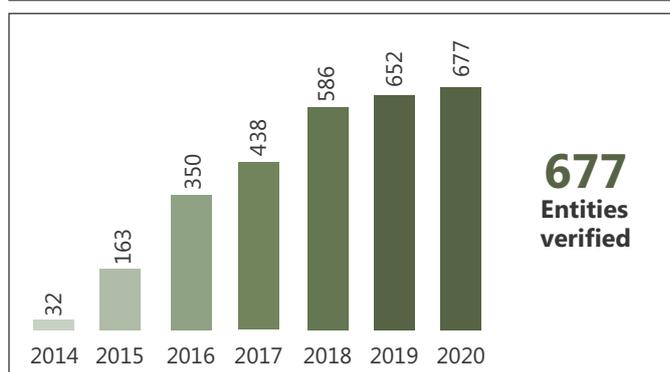
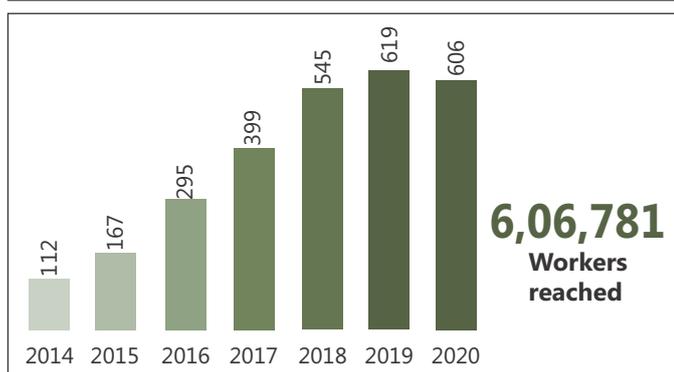
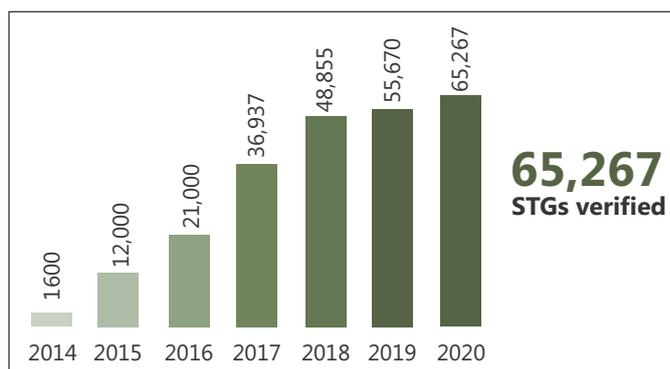
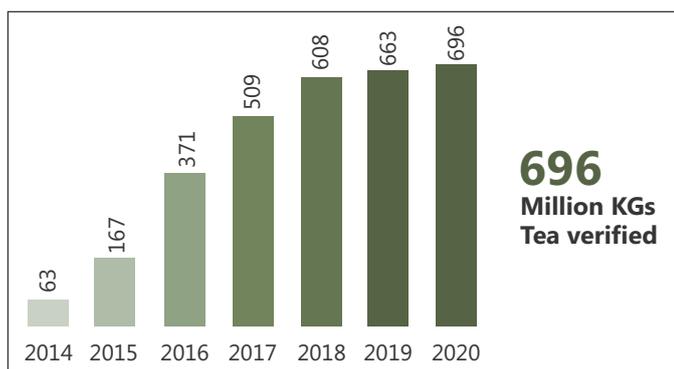
Our shared experiences in 2020 give us the confidence that, in 2021, the *trustea* program will scale greater heights towards creating a sustainable tea supply chain in India.-



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Program Update*

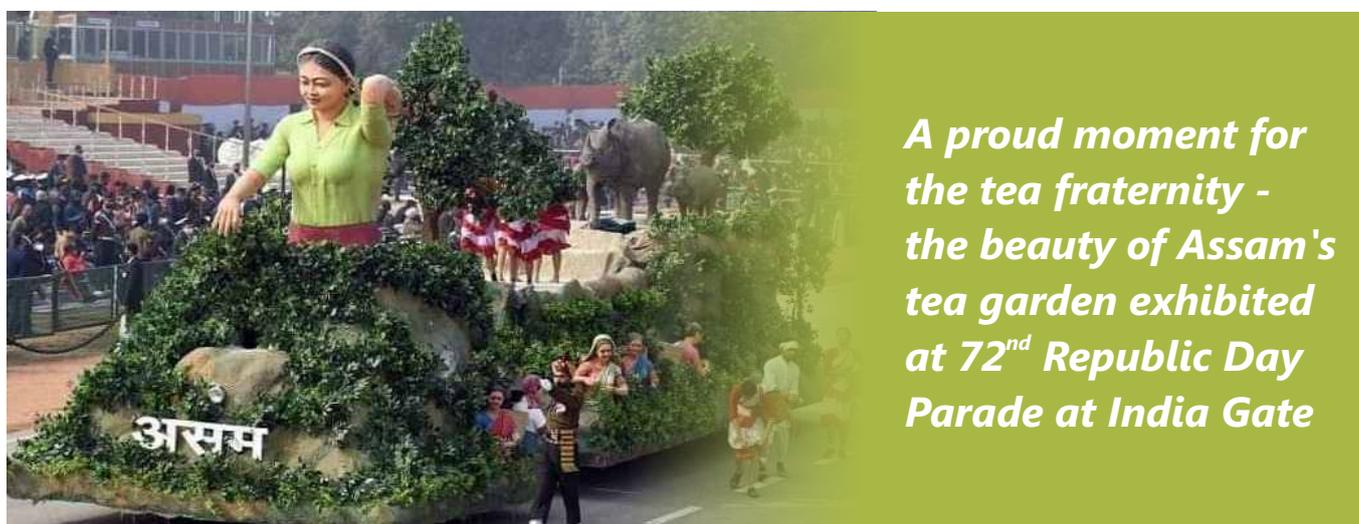


*Data as of Dec'20

Code Corner

trustea Secretariat is determined to increase the in-depth knowledge of POSH Act 2013, dedicated towards the capacity building amongst the auditors, handholding partners, employees as well as the management of verified entities. And therefore, the new additional requirement to the zero tolerance criteria point in the code to the existing requirement read as –

“The verified facility and its staff shall not engage in the use of corporal punishment, mental, physical or sexual harassment or any kind of intimidation at the workplace and ensure effective implementation of the policies in creating a safe and empowering workplace as per the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 and relevant revisions”.



A proud moment for the tea fraternity - the beauty of Assam's tea garden exhibited at 72nd Republic Day Parade at India Gate

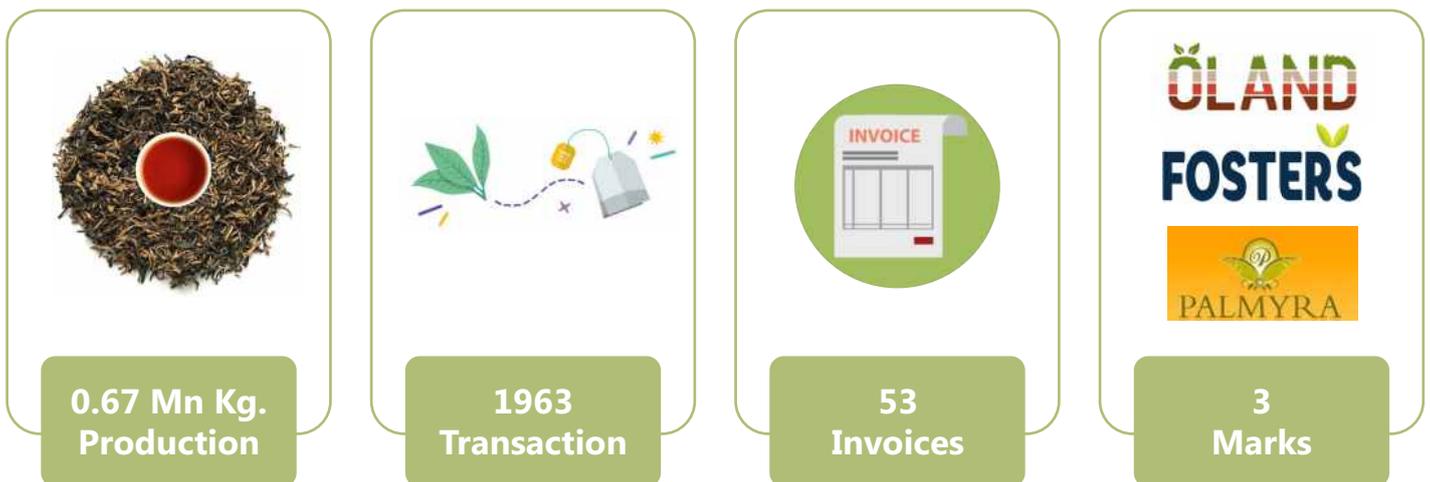
News & Update

Traceability – A digital solution for tea traceability

2516 Grower enrolled in tracetea



Pilot Rollout and Trial Operation for 3 months in Gee Vee Tea Industries, Coonoor, TN



Operation has been paused from last week of Dec 2020, due to huge number of growers exclusion and inclusion. Will come back in operation from End of February 2021 after necessary IA and VC revision.

Event Calendar

Monthly Update Council Meeting



Perspective



The production and trade of tea has the potential to be a powerful engine for economic growth, poverty alleviation and food security in India but often, harnessing this power can be difficult.

Under the *trustea* programme, we were pleased to see the reduction of chemicals' application and more and more estates, especially the small tea growers adopting integrated pest management practices. *trustea* unlike other sustainability codes, has food safety as well as safety and hygiene for workers and environment. Most importantly, it ensures safety for women and empowers them for better and equal wages and benefits. *trustea* programme has made an impact on ground in the following ways:

- A safer environment, a better produce and an assured future for the workers
- Awareness and understanding to social and environmental causes, better health and hygiene and nutrition intake with a determined aspirational focus to improve their lives through education and knowledge of trade in the younger generation of tea workers
- Small growers with *trustea* have been educated and now they follow good agricultural practices that shall impact on better yields and health of their soils
- Most importantly, the effect on conserving water and proper waste management practices

The future lies with the awareness of tea being retailed as a sustainable produce and the demand for such teas from consumers shall be the final game changer for the industry. I look forward to the day I buy in retail my packet of tea with the *trustea* "Seal of Assurance"!

I shall continue to be proud of my association with the programme and the programme partners from whom I have learnt many sustainable practices which I shall continue to follow and hope to impart to the future generations. I wish the *Trustea* Foundation many years of impactful success for the programme.

Rohinton Kurus Babaycon

(worked as Local Tea Coordinator till Dec'20)

IDH, The Sustainable Trade Initiative

***trustea* takes this opportunity to thank Mr. Rohinton Babaycon for his valued contributions to the Programme and wishes him the best for his future endeavors**

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

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