Enhancing the availability of Tea for the consumers produced in an environmentally sustainable and socially responsible supply chain that fosters economic viability

**Sector/ Landscape Governance**
- A robust, credible and self-financing verification scheme for the Indian domestic tea market driven by a combination of market demand and ownership of the tea industry stakeholder who continue to own, manage and review the code.

**Business Practices**
- Buyers are able to source and producers are striving for continuous improvement in addition to assurance of the sustainability practices for their product line.

**Field Level**
- Improved small holder livelihood through gains in profitability, productivity and access to services. Improved worker welfare particularly in relation to wages, occupational health and safety.

**Enabling Environment**
- Operational assumptions: good human resources & management, good financial management, good governance, and funding
- Strategic assumptions: contribution to living incomes from other sources, empowerment of women

**Assumptions**
- Significant assumptions are associated with highlighted links.
  - A full list appears in the MEL Plan.

**Impact**

**Outcomes**
- Environment
  - Climate resilient
  - Good Natural Capital Management
  - Circular economy in the tea Industry
- Society
  - Entities become socially responsible
  - Entities focus on safe working environment
  - Empowered women & youth
- Economy
  - Resilient, economically viable working environment
  - Living wage & living income
  - Availability of more safe sustainably produced tea

**Output**
- Benefits to the consumer/buyers – risk management, reliability of supply, marketing, etc.
- Other producers adopt improved practices through learning, replication, and supportive policies
- Responsible producers able to gain brand recognition & maintain long-term market access

**Activity**
- Relevant and credible trustea Code
- Credible assurance system
- Accessibility and understanding of trustea Code
- Code revision
- Monitoring, Evaluation and Learning
- Revision of assurance processes
- Implementation Partnerships
- Stakeholder engagement
- Research & development
- Training, support and advice