Solidaridad

TRINITEA

SustainabiliTea in your Cup

THE SMALLHOLDER INITIATIVE
of
ITA & SOLIDARIDAD

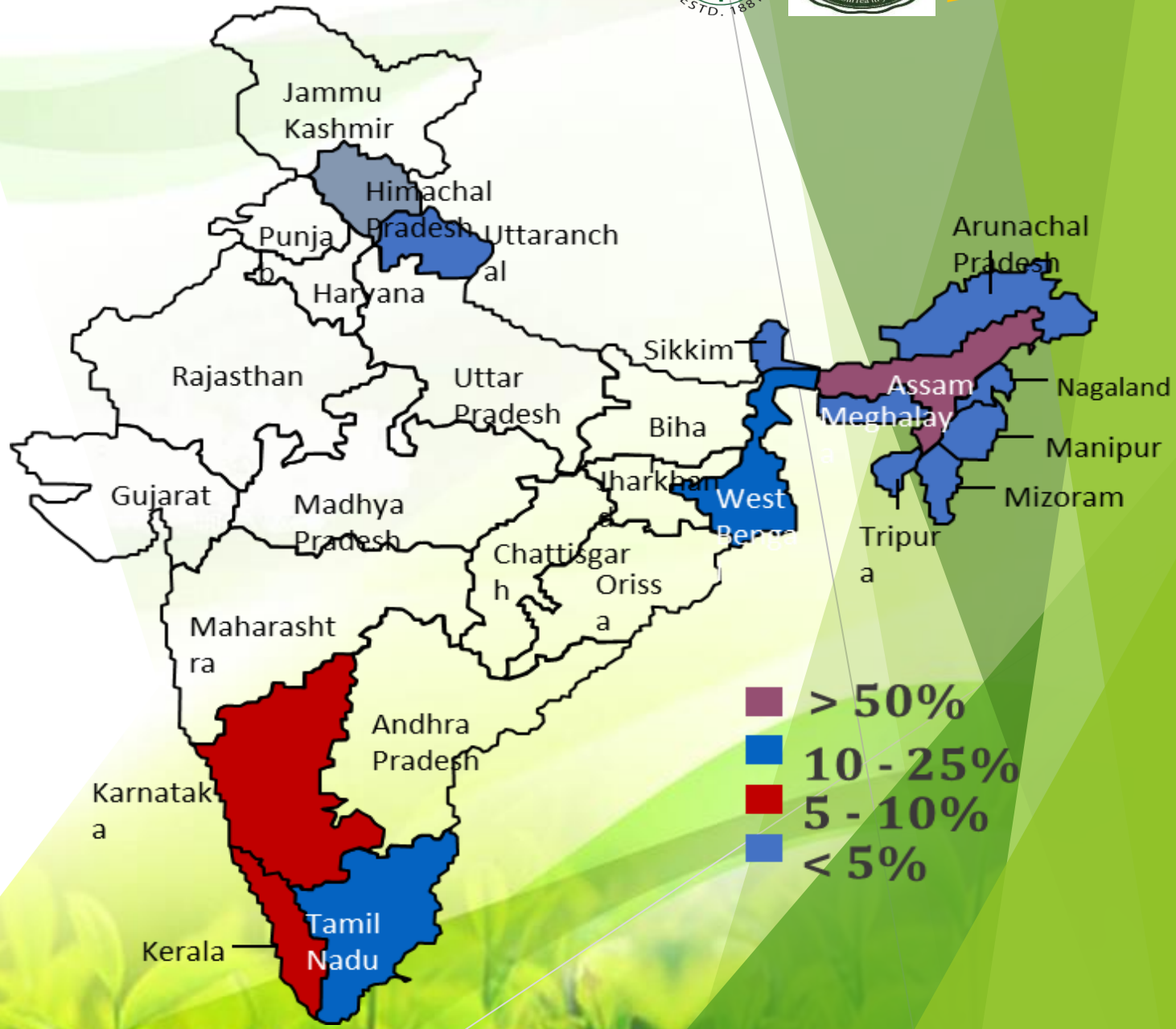
Supported by:

UPASI

QCI

PRESENTATION BY
ARIJIT RAHA
SECRETARY GENERAL,
INDIAN TEA ASSOCIATION

The Indian Tea Industry



Overview

12% of the Global Tea Area	**6.23 lakh hectares**
23% of Global production- 1390 Mln.kgs.	**largest Black tea producer in the world .**
13% of Global Tea Exports- 252 mln kgs.	**4th largest exporter in the world**
1.2 million workers	**Direct employment - 50% women**
49% of Production – 683 mln kgs.	**Small Tea Growers (STG)**

The Indian Tea Market

- Large variety -CTC, Orthodox, green, at various price points. North East India accounts for 55% of the production.
- Farm gate value is 18000- 20000 crores. Packet tea segment - 15000crores.
- Domestic Consumption 1019 mln kgs.
- Growing demand for value added and RTD Teas expected to drive future consumption.
- Price competitiveness of the Small Grower Sector can be leveraged in the value added segment for boosting exports.
- Indian industry committed to UN Sustainable Developmental Goals.

Rural Economy – Small Tea Growers

Crisis faced by Small Tea Growers today…

- ***Lack of Scale of Production***
  - 95% of the STGs have less than 1 ha of landholding
  - Scattered holding leads to Low collectivization of small growers.
  - Adversely affects bargaining power resulting in low prices.

- ***Lack of Awareness of Entire Supply Chain***
  - There are multiple channels between the STGs and Factories;
  - Given the uneven geographic spread of the factories, STGs have to depend on agents for transportation support
  - Traceability is a challenge.
  - Low awareness of GAP, market channels and credit access.

COMMITTED TO HELP THE SMALL TEA GROWERS, ITA & SOLIDARIDAD JOINED HANDS TO CREATE TRINITEA

❖Established in 1881, ITA is the Oldest and largest Association of tea producers in India working for promoting the overall well being of the Tea Industry.

❖ Serves as the Office of the Consultative Committee of Plantation Associations (CCPA), the umbrella organization of Tea Producer Associations.

❖Engages in advocacy for Policy Formulation covering Fiscal, Commercial , Environmental and Social issues for the Tea Sector.

❖ Drives Industrial Relations, Tea promotion, resource mobilization, Liason and CSR for the Tea Sector.

❖Established in 1969, Solidaridad is an international solution-oriented civil society organization that envisages a world that promotes sustainable production and consumption respecting the planet, each other and the next generations.

❖Core values include inclusive and innovative impact driven solutions driving socio-economic change .

❖ Engages with supply chains in building a sustainable socio economic framework that maximises benefits and creates environmental harmony across the supply chain.

❖Initiatives cover 14 commodities including Tea.

TRINITEA COLLABORATORS

7-STG ASSOCIATIONS

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***Guided by Quality Council of India*.**

TRINITEA PROGRAMME AIMS AT ADDRESSING THE CHALLENGES FACED WITH THE SMALL TEA GROWERS AND HELP THEM TO MOVE UP THE VALUE CHAIN.

OBJECTIVES OF TRINITEA

TO IMPROVE FARM PRACTICES

TO IMPROVE LABOUR PRACTICES

TO IMPROVE QUALITY OF GREEN LEAF

TO IMPROVE ENVIRONMENTAL IMPACT

VENDOR DEVELOPMENT AND BETTER MARKET ACCESS & PRICES

TO IMPROVE TRACEABILITY

TO IMPROVE SUSTAINABILITY

TRINITEA PROJECT BENEFITS

SMALL TEA GROWER

- Knowledge Sharing & Training in Critical areas
- Better Quality of Supply and Better Price
- Transparent link to Supply Chain

TEA ESTATES

- Assured Quality, Reduced Procurement Cost
- Better Traceability System

TEA PACKERS

- Transparent Supply Chain
- Risk Identification & Risk Management in Supply Chain
- Product Differentiation at Nominal Costs

TRINITEA INITIATIVES

MOBILE APPLICATION

❖Self Assessment Tool on Android Platform

❖Ascertains the compliance level of sustainability practices

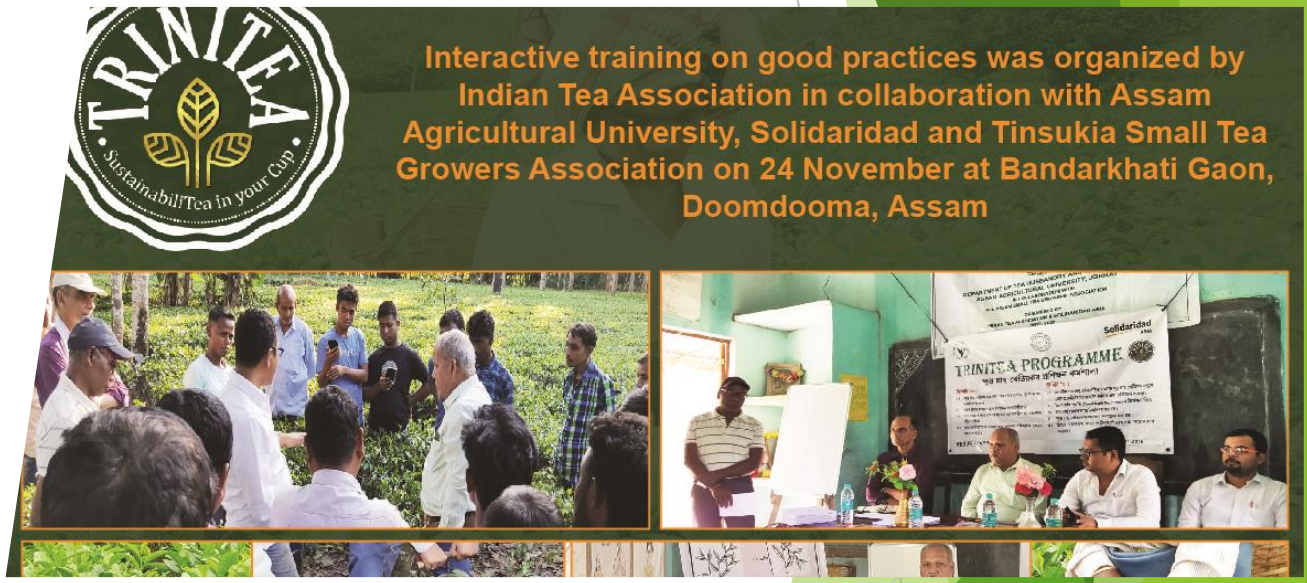
❖Self Assessment tool provides higher degree of assurance to farmers, buying factories, tea packers on social, agronomical and environmental aspects of tea production.

❖Self assessment divided into 10 chapters based on which categorization is made as **“Essential”, “Good” and “Leadership.**

❖Performance score of 1 to 3 stars denoting a journey from **“Essential”** to **“Good”** to **“Leadership** level.

TRAINING PROGRAMME: SCOPE

- **Bringing up of young tea - Method demonstration of formative prunes; Bringing-up of young tea in droughty and non-droughty area.**
- **Pruning in mature tea – Objectives, Method demonstration, Post pruning operations.**
- **Tipping and plucking - Tipping heights for different prunes and skiffs, Maintenance foliage, Method demonstration leaf handling and transportation.**
- **Pruning in mature tea – Objectives, Method demonstration, Post pruning operations.**
- **Integrated pest management - Strategies to overcome Pesticide residue problem, Awareness on Plant Protection Code and safe use of agro-chemicals.**



TRINITEA TODAY

❖Enumeration under Trinitea covers more than 55,000 farmers - 80 mln. kgs of Tea.

❖ The Project aims to cover 70,000 of the total of 2,10,000 growers in a short span of time.

❖Five Co-operative tea factories have been established by small growers paving the way to establish themselves as successful manufacturers of tea.

❖Trinitea project personnel have full coverage and supervision of the growers plots through over 80 project personnel, engaged as boots on the ground.

Indo-Japan Collaboration-The way ahead

❖India & Japan have established the Act East Forum in 2017.

❖ This would provide a platform for the Rubric of India's Act East Policy and Japans policy on development of a free and open Indo Pacific region.

❖ Collaborative ventures in progress cover infrastructure development, Biodiversity conservation , Forest management etc.

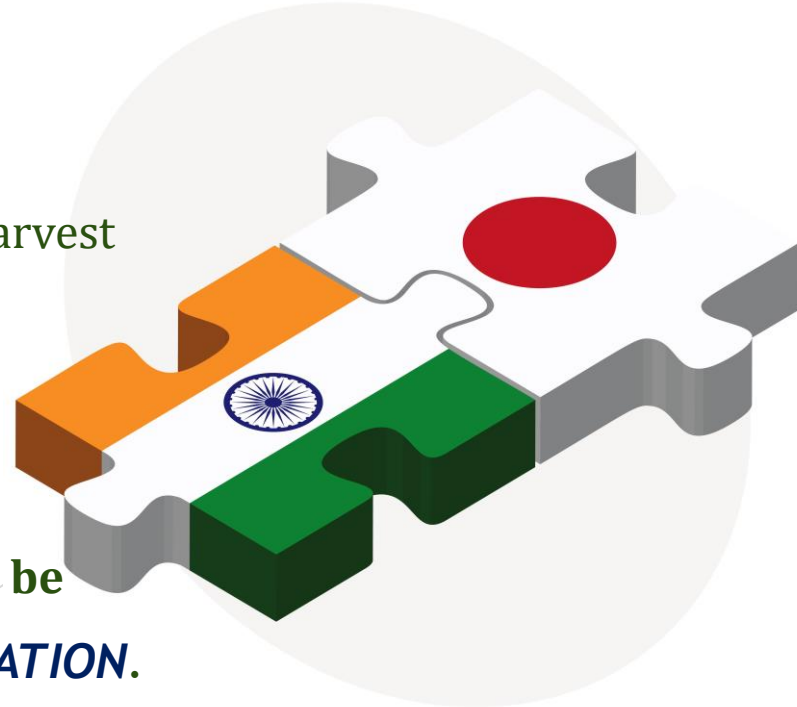
❖ Japanese language education is being promoted by universities in the North East.

❖Agri Export Policy of the Govt Of India encourages Small Tea Growers to customize production for Exports.

❖Govt of India Agri Infrastructure Fund to aid easy credit for development of post harvest infrastructure.

❖FDI in Tea Sector is allowed by Indian Laws.

❖**Collaboration on value added & RTD segment , Farm mechanization, Retail Vending, Climate change mitigation and agri infrastructure development could be explored**.



TEA IS AN IDEAL IMPACT INVESTMENT DESTINATION.

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INDIAN TEA ASSOCIATION
ESTD. 1881

Thank You