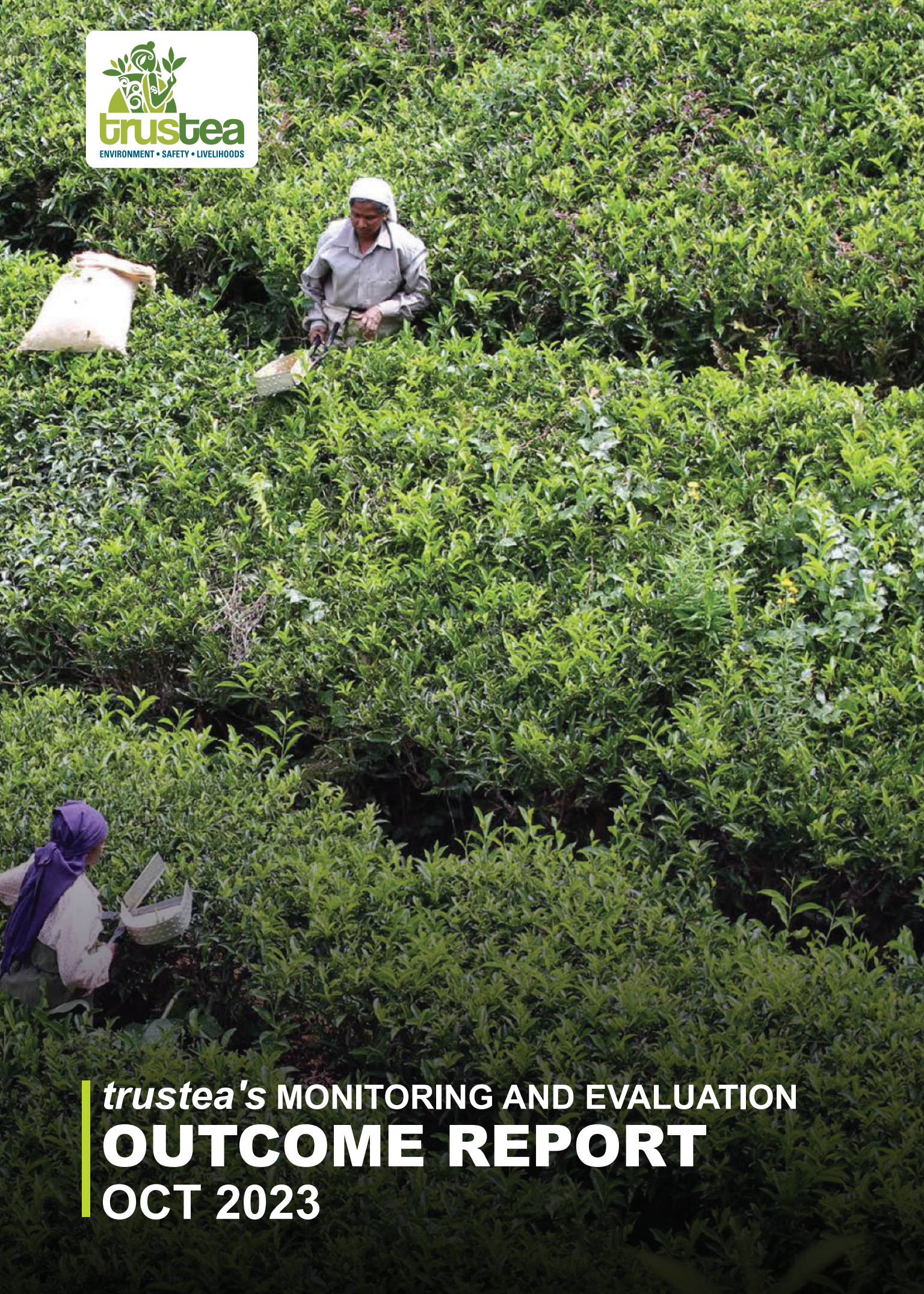



*trustea's* MONITORING AND EVALUATION

# OUTCOME REPORT

OCT 2023

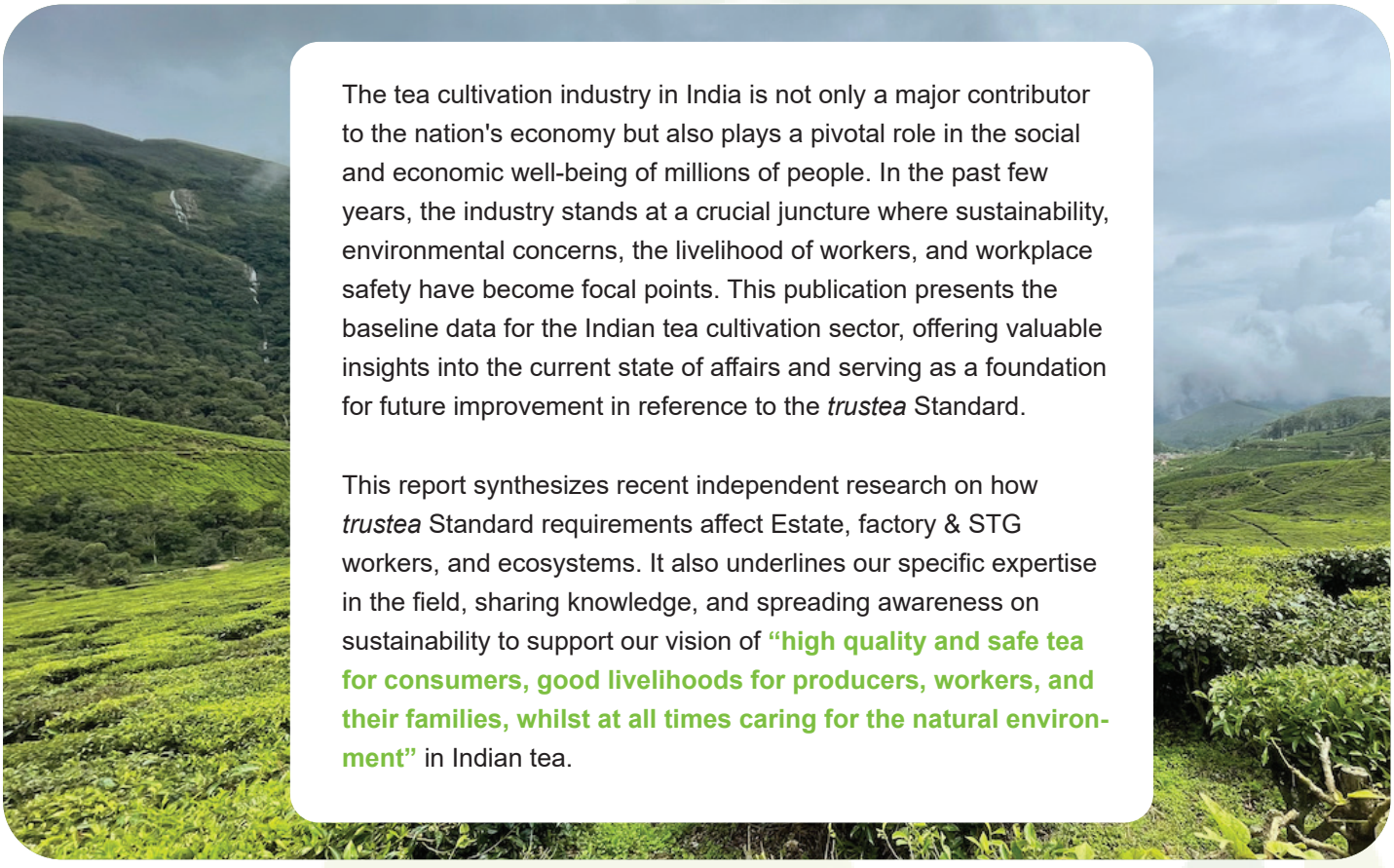
# Content

**Trustea Sustainable Tea Foundation**

Unit no 506, 5th Floor,The Chambers,
1865, Rajdanga Main Road,
Kolkata 700107
Contact for MEL-related feedback –
raymukherjee@trustea.org

Introduction
Trustea Highlights
Trustea program reach
Theory of Change
Focus Area
Key Indicators
Transparency
Environmental Outcome
Safety Outcome
Livelihood Outcome
Action on outcome

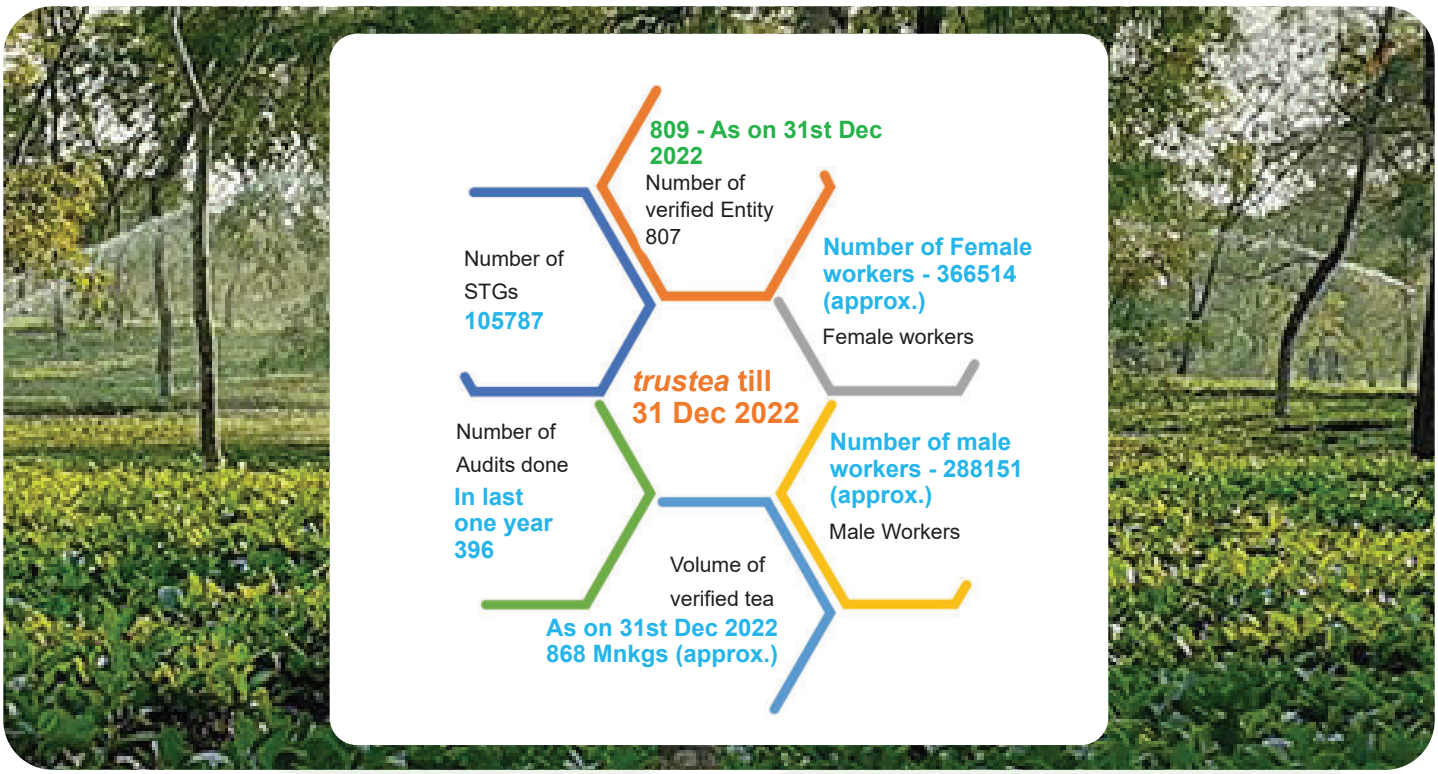
## *trustea* Impact



The tea cultivation industry in India is not only a major contributor to the nation's economy but also plays a pivotal role in the social and economic well-being of millions of people. In the past few years, the industry stands at a crucial juncture where sustainability, environmental concerns, the livelihood of workers, and workplace safety have become focal points. This publication presents the baseline data for the Indian tea cultivation sector, offering valuable insights into the current state of affairs and serving as a foundation for future improvement in reference to the *trustea* Standard.

This report synthesizes recent independent research on how *trustea* Standard requirements affect Estate, factory & STG workers, and ecosystems. It also underlines our specific expertise in the field, sharing knowledge, and spreading awareness on sustainability to support our vision of **"high quality and safe tea for consumers, good livelihoods for producers, workers, and their families, whilst at all times caring for the natural environment"** in Indian tea.

# *trustea* Highlights

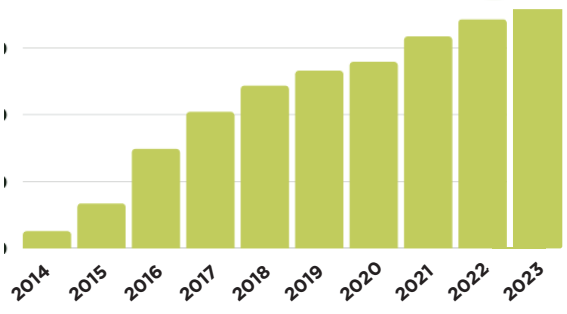


# *trustea* Program Reach

## Data upto June' 2023

### YEAR-WISE PROGRESSION OF VOLUME (M KGS)

**886.23**
tea verified
on June 2023




**WOMEN**
**3,74,861**

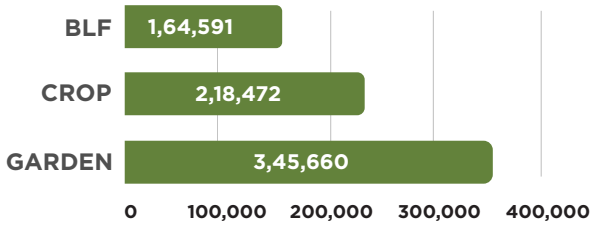
**MEN**
**2,95,897**

**WORKERS REACHED**

**820**
ENTITIES VERIFIED

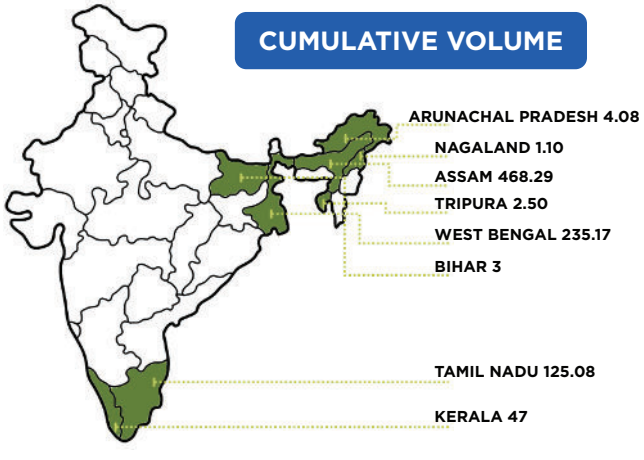
**1,12,370**
STG'S ADDED

### AREA COVERED (in hectares)




Note: The tea garden area include the crop area of the garden and they are not mutually exclusive

### CUMULATIVE VOLUME




**TOTAL - 886.23**

Note: The depiction of the boundaries in the map is for general illustration purpose only

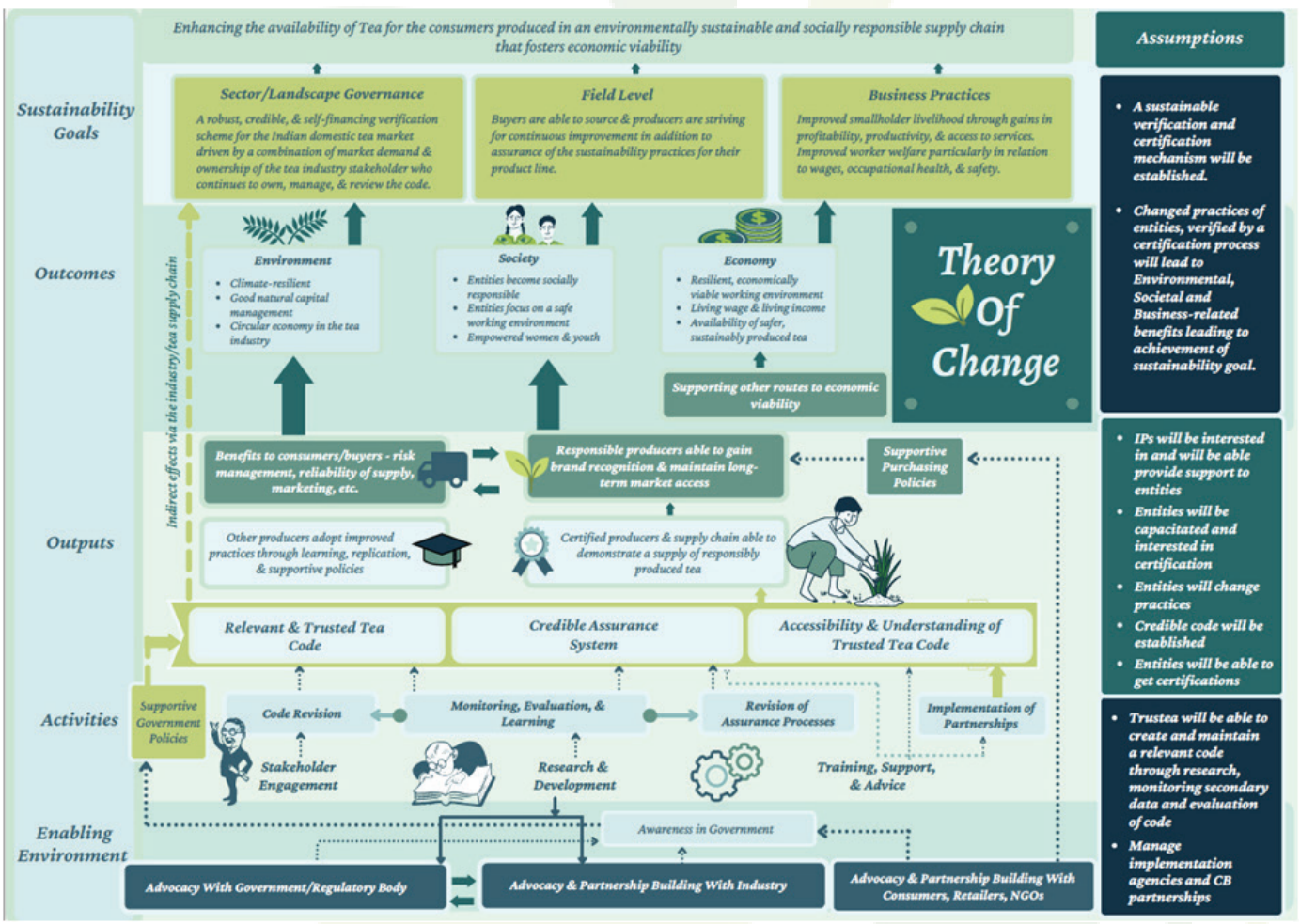
# *trustea* Theory Of Change

## It presents the pathway for trustea to achieve its sustainability goal

Activities → Outputs → Outcomes → Impacts

## *trustea* sustainability goal

An Indian tea industry providing high quality and safe tea to consumers, good livelihoods for producers, workers and their families, whilst at all times caring for the natural environment.



# Theory Of Change (TOC)

| Activities | Outputs | Outcomes | Impacts |
|---|---|---|---|
| Code revision | Capacitated entities | Entities commitment towards sustainability | Sectoral and Governance level sustainable practices |
| Revision of assurance process | *trustea* certifications | Environmental improvement | Sustainable Business Practices |
| Stakeholder engagement | Adoption of improved practices | Societal improvements | Sustainable practices and livelihood on the field and among community associated with tea production |
| Monitoring code and processes | Certified producers able to demonstrate supply of responsibly produced tea | Economic improvements | |
| Research and Development | Relevant and credible *trustea* code | | |
| Training, support and advice | Credible assurance system | | |
| Implementation partnership | Accessibility and understanding of *trustea* code | | |

## M&E Framework

- To track the progress of activities and outputs being achieved
- To assess outcomes and evaluate impacts
- To ascertain the extent to which the desired change and the sustainability goal has been achieved

**Using objective quantitative Indicators and qualitative data**

*trustea* M&E is an improvement function

It provides feedback on deviations and recommendations for course corrections to achieve the desired outcomes and impacts

*trustea* M&E framework fulfils ISEAL Impact code requirements

# M&E Scope

## Monitoring

1. Track the progress of various activities of trustea at regular frequency through data analysis and on-site research.

2. Measure the outputs achieved through various activities, using objective and measurable indicators, as defined in the Logical Framework Analysis (LFA).

3. Assess the quality of the outputs being generated against the timelines and resources utilized

4. Share monitoring findings with the stakeholders.

5. Provide independent feedback to the management on the progress and the quality of outputs and outcomes being achieved.

6. Flag any risk of deviation from the planned activities, outputs and outcomes and provide recommendations for the course correction.

## Evaluation

1. Periodically conduct an evaluation of outcomes and impact.

2. Initiate and support in conducting evaluation of outcomes and impacts through independent external agencies.

3. Make the results of M&E available to the stakeholders including the Board, management, partners and the public at large.

4. Ensure that evaluation findings are integrated in decision-making and strengthen code and verification process.

# M&E Code of Ethics

Having a robust Code of Ethics is a foundational element of any Monitoring, Evaluation, and Learning (MEL) system, ensuring the integrity and credibility of the process. By adhering to such a code trustea Sustainable Tea Foundation upholds principles like integrity, objectivity, transparency, competency, data confidentiality, and conflict of interest., Integrity dictates that the MEL team conduct their work honestly without being biased, maintaining the trust of stakeholders. Objectivity requires unbiased data collection and analysis, providing accurate and fair insights. Transparency involves openly sharing methodologies and findings, allowing for external scrutiny and accountability. Competency demands that MEL practitioners possess the necessary skills and knowledge to execute their roles effectively. Data confidentiality protects sensitive information and respects privacy. Lastly, managing conflicts of interest is crucial to maintain impartiality and trustworthiness throughout the MEL process. A well-implemented Code of Ethics ensures that the MEL system operates with the highest standards, delivering reliable and valuable insights while maintaining the confidence of all involved parties

# *trustea* Logical Framework (LFA)

## LFA is an integral part of the M&E Framework. It contains :

- To track the progress of activities and outputs being achieved
- To assess outcomes and evaluate impacts
- To ascertain the extent to which the desired change and the sustainability goal has been achieved

# Research tools

## M&E framework contains research tools for gathering data during monitoring

| Research Tool | Purpose |
|---|---|
| ET 1: Questionnaire for Entity Practices | • For data collection from the Sr. management of entities regarding entity practices and data on outputs and outcome indicators |
| ET 2: Questionnaire for Entity Staff and Workers | • For data collection from the staff or workers of entities, regarding staff related practices and outcome indicators |
| ET3: Questionnaire for feedback of Entities | • For gathering feedback from Entities on Code, Certification process and support |
| IP 1: IP Monitoring Questionnaire | • For primary data collection from the management of IPs |
| IP 2: Consultant Survey | • For primary data collection from consultants of IPs |
| CB 1: CB Monitoring Questionnaire | • For primary data collection from the management of CBs |
| CB 2: Auditor Survey | • For primary data collection from auditors of CBs |
| EX 1: Exit survey | • For conducting exit interviews for IPs and CBs dropping out of *trustea* partnership |
| CS 1: Consumer Survey | • For gathering feedback from tea consumers |

# Key indicators tracked under M&E

## Indicators have been developed for tracking – Activities, Outputs, Outcomes

### Activities Indicators

| Activity | LFA provides indicators for |
|---|---|
| Code revision | • Frequency and period of code revisions |
| Assurance process revision | • Frequency and period assurance process revisions |
| Stakeholder engagement | • Tracking Meetings and communications with stakeholders<br>• Tracking Frequency of communication<br>• Tracking Effectiveness of grievance and appeal handling |
| R&D for code or process improvement | • Tracking secondary and primary research done for code or process improvement |
| M&E for code or process improvement | • Tracking code and process related monitoring and changes proposed |
| Training and support | • Tracking Online and offline trainings done for various stakeholders<br>• Tracking of e-learning outreach and training certifications<br>• Tracking handholding support to entities through IPs<br>• Tracking gap analysis and NOC |
| Implementation partnership | • Indicators for tracking IP capacity and satisfaction |

### Output Indicators

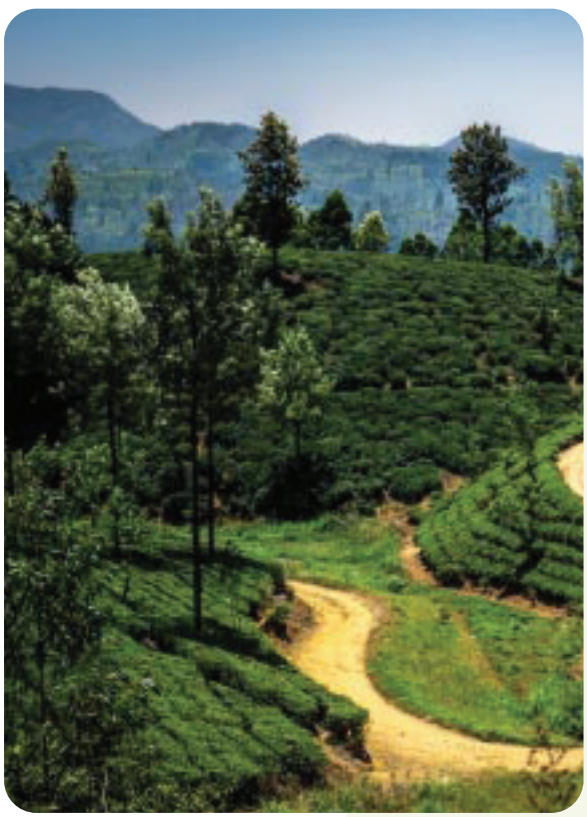
| Activity | LFA provides indicators for |
|---|---|
| Code revision | • NOCs<br>• Registrations for certifications |
| *trustea* certifications | • CB capacity for certification<br>• Outreach of certifications<br>• Satisfaction with certification process |
| Non-member entities | • First time registrations and support<br>• First time certifications |
| Entity ability to demonstrate responsibly sourced tea | • Sale of certified tea<br>• Usage of Tracetea |
| Relevance and credibility of code | • Acceptance and recognition of trustea code and certification<br>• Usage of code and certification – domestic and international<br>• Financial sustainability of *trustea* and other stakeholders |
| Credible assurance system | • Performance of System Assurance Audit<br>• Feedback of stakeholders on SAA process<br>• Internal Audits |
| Understanding and accessibility of code | • E-learning<br>• New registrations<br>• Feedback on understanding<br>• Outreach |

# Transparency and Sharing of reports

**_trustea_ to share M&E reports with all relevant stakeholders and to also make certain reports public**

| | | | |
|---|---|---|---|
| **Dedicated M&E page on website** | To have M&E overview, critical indicators, contacts and important reports and summaries | **M&E Dashboard** | To present highlight indicators – link to be shared with direct stakeholders – Board, Entities, CPs, Funders, IPs and CBs |
| **Report to direct stakeholders** | Full reports of M&E – to be shared with direct stakeholders – Board, Entities, CPs, Funders, IPs and CBs | **Reports to be made public** | Evaluation report summary or full report and summary of M&E highlights |

# Sustainability Indicators



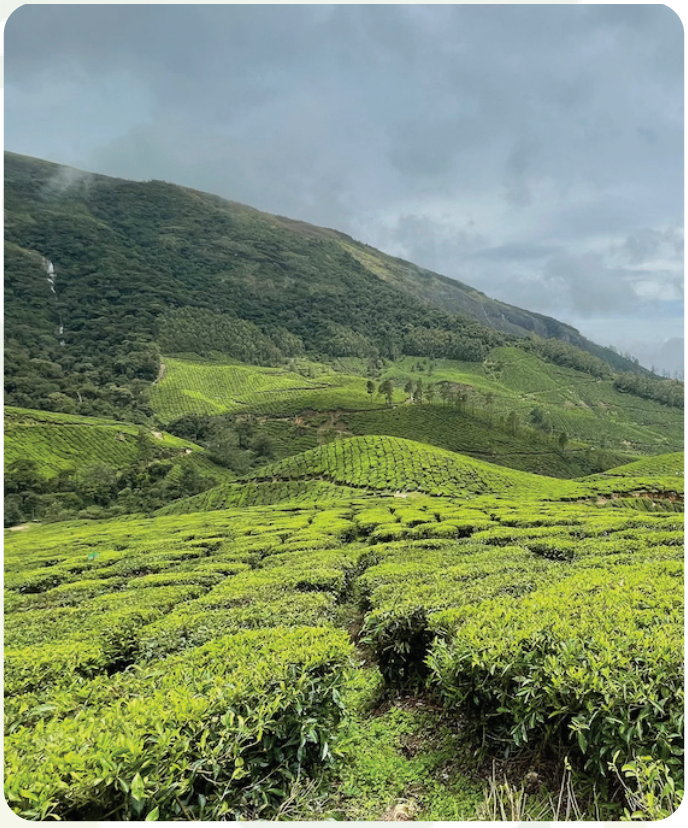
Sustainability has become a central tenet of the Indian tea industry, driving the adoption of practices that balance economic viability with environmental and social responsibility. Through the implementation of sustainable agricultural techniques, controlling agrochemical usage and promoting organic practices with integrated pest management with integrated pest management, tea growers reduce their reliance on agrochemicals and minimize their environmental footprint. Water and waste management initiatives further contribute to responsible resource use. Simultaneously, the standard focuses on improving the livelihoods of tea workers through fair labor practices, gender equity, and increases awareness of human rights-related development programs. Sustainable practices not only secure the long-term future of the Indian tea sector but also support the well-being of its workforce and the broader community, making it a model for socially and environmentally responsible agriculture.

# Key indicators tracked under M&E

## Outcome and impact Indicators

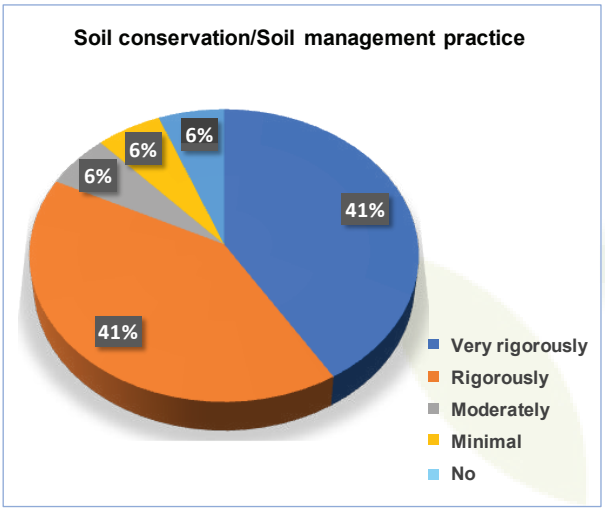
| Activity | LFA provides indicators for |
|---|---|
| Entity commitment to sustainability | • Policies and processes |
| **Environmental Outcomes** | |
| Climate resilience | • Fertilizer usage<br>• Soil fertility<br>• Soil conservation |
| Natural Capital Management | • Emissions<br>• Soil and water conservation practices<br>• Waste-water and sewage treatment |
| Circular economy | • Engagement with other stakeholders<br>• Re-cycling and reuse practices |
| Unintended environmental impacts | • Deforestation<br>• Any other impact |
| **Societal Outcomes** | |
| Socially responsible entities | • Registrations of entities<br>• Child labour<br>• Compliance to regulations<br>• Working conditions for labour<br>• Hygiene and cleanliness |
| Safe working environment | • Trainings<br>• First-aid<br>• Plant and equipment safety, usage of safety kits<br>• Accidents |

| Activity | LFA provides indicators for |
|---|---|
| **Economic Outcomes** | |
| Viability | • Viability of Trustea and stakeholders |
| Wages and income | • Income and wages of workers<br>• Compliances<br>• Gender equality of income |
| Sustainably produced tea | • Volume of certified tea<br>• Seal on Pack out reach |
| Unintended impacts | • Any unintended economic impacts – loss of income due to prevention of child labour etc. |



# Environmental Output and Outcome

## Good Natural capital Management




| % progress on soil conservation practice | | | | |
|---|---|---|---|---|
| Very rigorously | Rigorously | Moderately | Minimal | No* |
| 41.17 | 41.17 | 5.88 | 5.88 | 5.88 |

*In BLF sample Soil was not considered in the survey

The environment is one of *trustea*'s three pillars and Environmental issues are a high priority for trustea and its members. *trustea* informs and promotes initiatives that support the tea sector in tackling climate change, identifying solutions and building climate resilience. In addition, certification is critically important to drive environmental sustainability.

Environmental output and outcome are two critical aspects of assessing the effectiveness of environmental initiatives and policies. Environmental output refers to the direct, measurable results of specific actions or interventions aimed at addressing environmental issues. These outputs could include metrics like reduced greenhouse gas emissions, increased recycling rates, or the preservation of a specific habitat. On the other hand, environmental outcome refers to the broader, often long-term impacts and changes in the environment resulting from these outputs. For example, an increase in recycling (output) can lead to reduced landfill waste and resource conservation (outcome), contributing to a cleaner and more sustainable environment. Understanding and measuring both environmental outputs and outcomes is essential for policymakers, organizations, and communities to evaluate the success of environmental efforts and make informed decisions to protect and enhance the planet's well-being.

"At Elegant, we chose trustea right from the beginning as we knew we wanted to have some measure of standards. Trustea is the only sustainability code for tea in India. And we were attracted to trustea because they help us maintain all the parameters for making good tea, while also addressing the livelihood of farmers and those dependent on us".

***Arup Sen,*** *Elegant Tea Factory, Jalpaiguri*

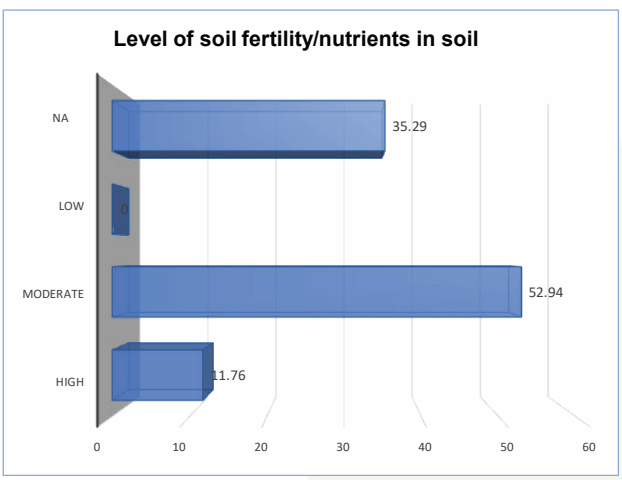
# Environmental Output and Outcome

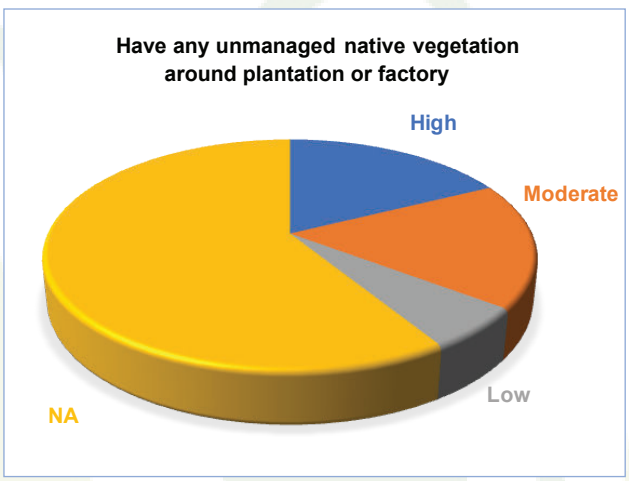
## Good Natural capital Management

This section of the report uses certification and survey data to understand how certified entities are collectively making an impact.

Biodiversity conservation is a fundamental aspect of sustainable tea cultivation in India. The unique and fragile ecosystems within tea-growing regions are home to a diverse range of plant and animal species. Recognizing the importance of preserving this biodiversity, efforts have been made to strike a balance between agriculture and conservation. Initiatives include preserving natural forest cover within tea estates, creating wildlife corridors, and establishing buffer zones around protected areas. By integrating biodiversity-friendly practices, the *trustea* Standard not only safeguards vital ecosystems but also contributes to a more resilient and sustainable future for both the industry and the environment with a primary focus on good natural capital management, and climate resilience.

**Soil conservation** is a critical practice that plays a central role in maintaining the health and productivity of our planet. It involves the deliberate and responsible management of soil resources to prevent erosion, degradation, and loss of valuable topsoil. By implementing techniques such as contour farming, terracing, and no-till agriculture, soil conservation helps protect against the adverse effects of wind and water erosion, which can lead to reduced agricultural yields and increased sedimentation in water bodies.



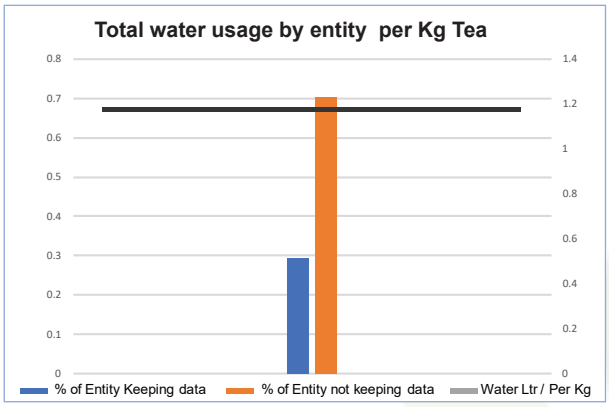

| Level of soil fertility/nutrients in soil | | | |
|---|---|---|---|
| High | Moderate | Low | NA* |
| 11.76 | 52.94 | 0 | 35.29 |

| Have any unmanaged native vegetation around plantation or factory | | | |
|---|---|---|---|
| High | Moderate | Low | NA* |
| 17.64 | 17.64 | 5.88 | 58.82 |

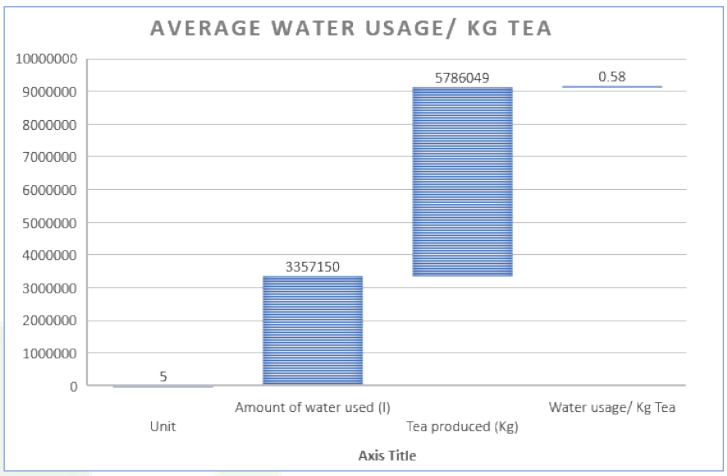
*In BLF sample Soil was not considered in the survey

# Environmental Output and Outcome

## Good Natural capital Management



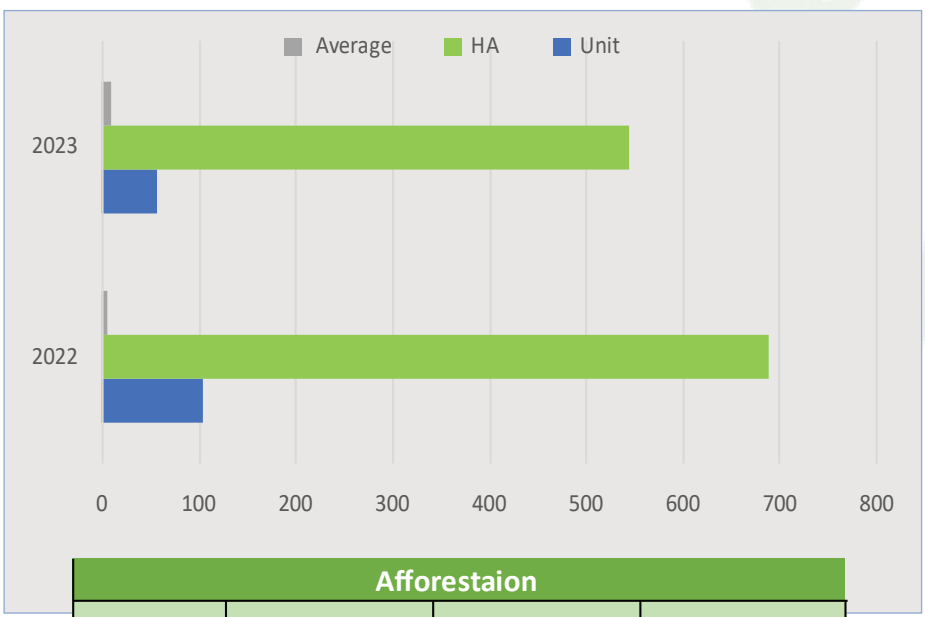

| Baseline Average use of water ltr / Kg for the period of 2022 | | |
|---|---|---|
| % of Entity Keeping data | % of Entity not keeping data | Water Ltr / Per Kg |
| 29.41 | 70.58 | 1.16 |




**Audit Data Based on Pilot Survey**

Water management holds particular significance within the tea industry, where responsible and sustainable practices are vital. The tea cultivation process demands a significant amount of water, making efficient water management essential. Within this industry, various strategies are employed to optimize water use, including the recycling and treatment of wastewater, as well as rainwater harvesting. By adopting such practices, tea plantations can reduce water wastage, protect local water bodies from contamination, and minimize their environmental impact. Furthermore, water management in the tea industry extends to the preservation of surrounding ecosystems, as healthy water sources are essential for both the tea plants and the diverse wildlife often found in these regions. In this manner, the tea industry can strike a balance between maintaining its production goals and ensuring environmental sustainability by effectively managing its water resources.

**Average Afforestation**



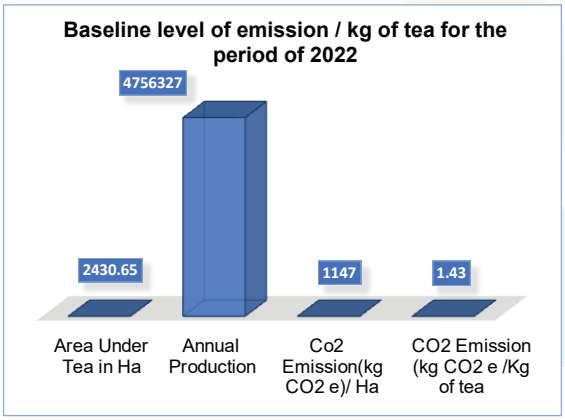

| Afforestaion | | | |
|---|---|---|---|
| Year | Unit | HA | Average |
| 2022 | 104 | 688 | 6.62 |
| 2023 | 58 | 543 | 9.36 |

Afforestation is one of the key criteria in *trustea* where the practice of planting trees in areas that were previously devoid of forest cover, holds immense significance for both environmental and societal well-being. It plays a vital role in combating climate change by acting as a carbon sink, absorbing carbon dioxide from the atmosphere and mitigating global warming. Afforestation helps stabilize soil, reduce erosion, and protect watersheds, contributing to improved water quality and availability on ground.

# Environmental Output and Outcome

## Good Natural Capital Management

Greenhouse gas (GHG) emissions have a significant impact on the tea industry, affecting both production and the environment. The tea industry's carbon footprint is primarily attributed to energy consumption in tea processing, transportation, and agricultural practices. These emissions contribute to climate change and its associated challenges. Managing GHG emissions in the tea industry is crucial for sustainability. To mitigate these effects, the industry can adopt various strategies such as transitioning to renewable energy sources, optimizing transportation logistics, and promoting sustainable agricultural practices like organic farming and agroforestry. Additionally, carbon offset initiatives, reforestation, and efficient waste management can help balance emissions. By addressing GHG emissions, the tea industry can reduce its environmental impact, enhance its resilience to climate change, and meet the growing consumer demand for environmentally responsible products

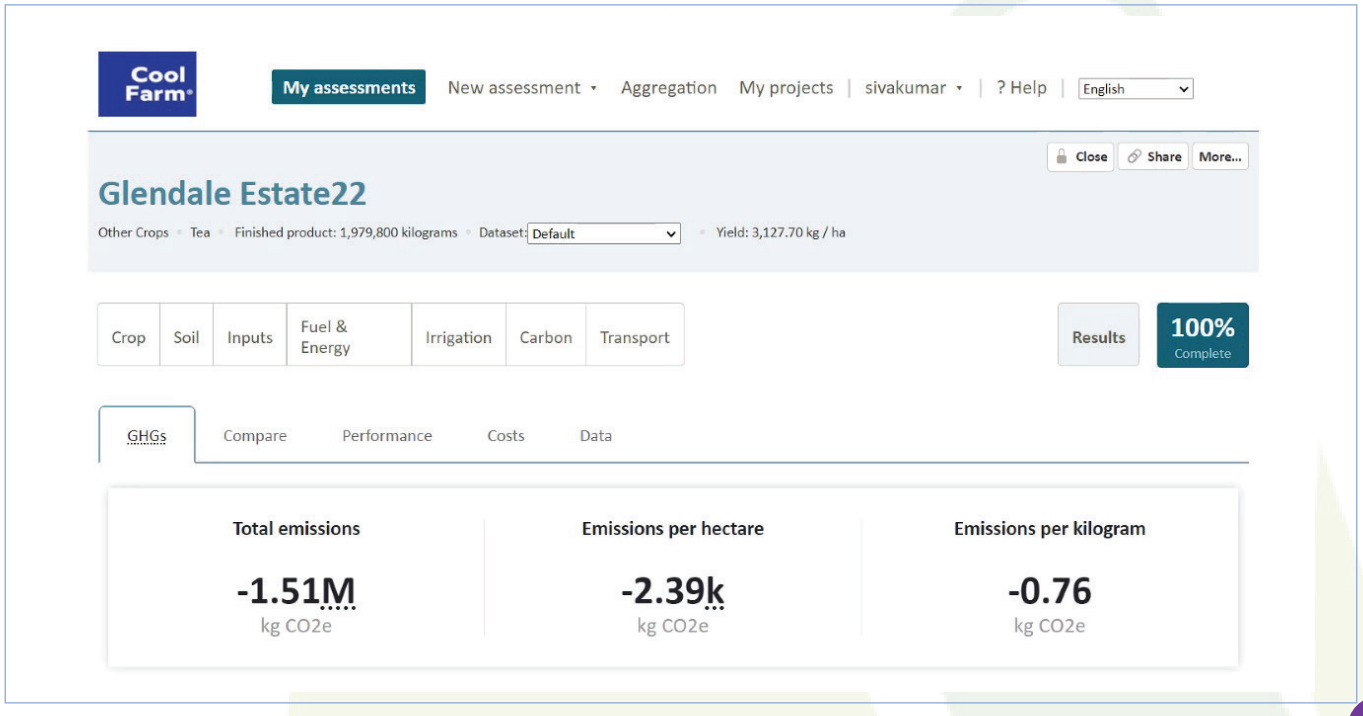



Based on the GHG emission Pilot study in 4 units in 4 gardens in Assam and South India by using Cool Farm Tool

*trustea*, a pioneering sustainability initiative in the Indian tea industry, has taken a significant step towards reducing the carbon footprint in tea production. In the latest version of its standard, V3, Trustea introduced a dedicated section on energy management. This section serves as a crucial addition, emphasizing the importance of energy efficiency and reduced greenhouse gas (GHG) emissions.

To validate and implement this innovation, *trustea* conducted a GHG emission pilot study in four tea units across four gardens in Assam and South India. This pilot study marked a pivotal moment in the tea industry's journey towards greater sustainability. By assessing GHG emissions, *trustea* aims to create a more comprehensive understanding of the environmental impact of tea cultivation, allowing for targeted improvements in energy management and resource use.

## Sample from the pilot study, Glendale Estate in Cool Farm Tool



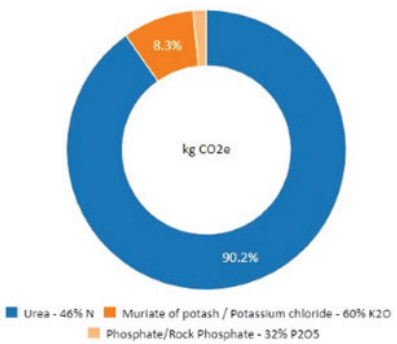
# Environmental Output and Outcome

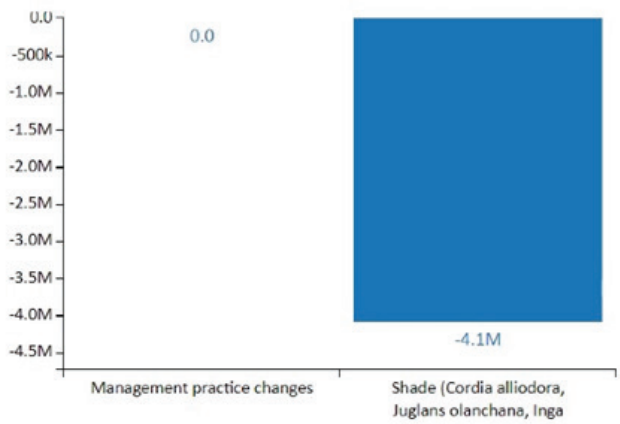
**Detailed data** (all values in kg) Hide data

| Sources | $CO_2$ | $N_2O$ | $CH_4$ | Total $CO_2$ eq | Per ha | Per kg |
|---|---|---|---|---|---|---|
| Seed production | 0 | 0 | 0 | 0 | 0 | 0 |
| Residue management | 0 | 0 | 0 | 0 | 0 | 0 |
| Fertiliser production* | 299.22k | 0 | 0 | 299.22k | 472.71 | 0.15 |
| Soil / fertiliser | 155.47k | 1.49k | 0 | 562.95k | 889.35 | 0.28 |
| Paddy methane | 0 | 0 | 0 | 0 | 0 | 0 |
| Crop protection | 23.72k | 0 | 0 | 23.72k | 37.48 | 0.01 |
| Carbon stock changes | -4.10M | 0 | 0 | -4.10M | -6.47k | -2.07 |
| Energy use (field) | 0 | 0 | 0 | 0 | 0 | 0 |
| Energy use (processing) | 1.70M | 0 | 0 | 1.70M | 2.69k | 0.86 |
| Waste water | 0 | 0 | 0 | 0 | 0 | 0 |
| Off-farm transport | 0 | 0 | 0 | 0 | 0 | 0 |

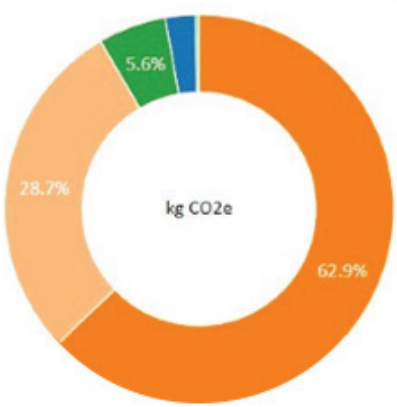
** Calculated with validated default values for fertiliser production.*

Crop | Soil | Inputs | Fuel & Energy | Irrigation | Carbon | Transport



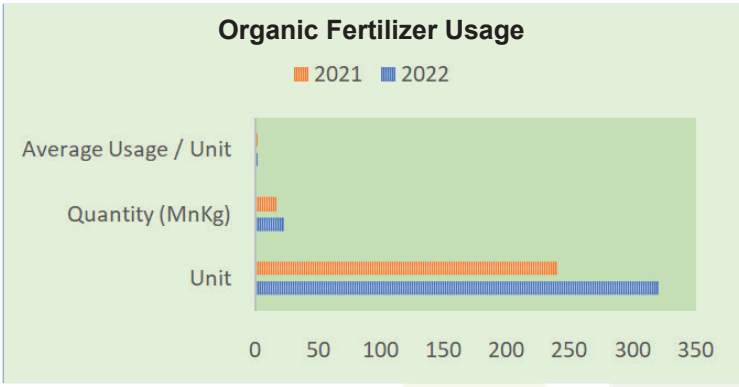




**Energy,fuel and water emissions**

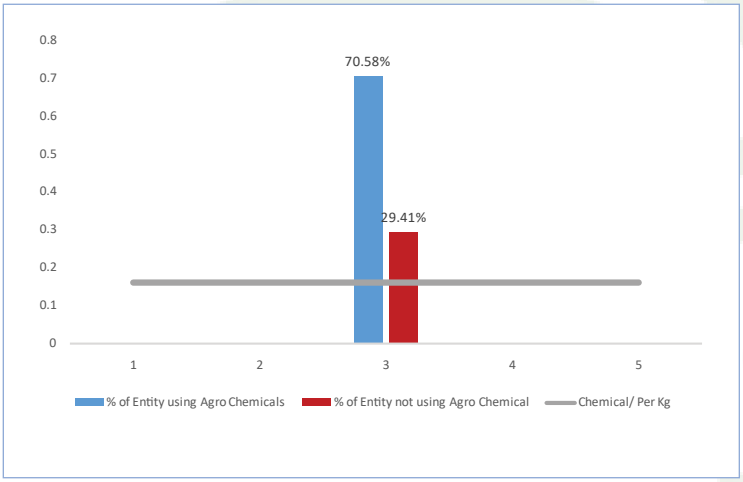


# Environmental Output and Outcome

## Climate Resilience



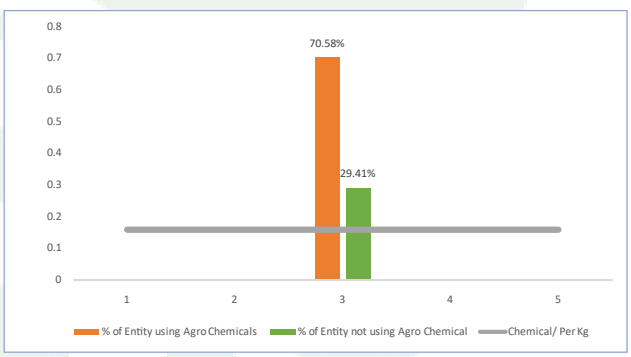

| Usage of organic fertilizer | | | |
|---|---|---|---|
| Year | Unit | Quantity (MnKg) | Average Usage / Unit |
| 2022 | 320 | 22.8 | 0.071 |
| 2021 | 240 | 16.8 | 0.070 |




Baseline Average use of agro-chemical/Kg for the period of 2022

| % of Entity using Agro Chemicals | % of Entity not using Agro Chemical | Chemical/ Per Kg |
|---|---|---|
| 76.47 | 23.52 | 0.01 |

The effectiveness of using organic fertilizers and reducing agrochemicals in the tea industry cannot be overstated. Organic fertilizers, derived from natural sources like compost and manure, enrich the soil with essential nutrients and improve its structure, ultimately enhancing tea plant health and yield. The reduction of agrochemicals minimizes soil and water pollution and conserves the diverse ecosystems found in tea-growing regions. Beyond the environmental benefits, the shift towards organic fertilizers and reduced agrochemical use promotes soil health and resilience, which is particularly crucial in the face of climate change. Furthermore, this transition aligns with consumer preferences for healthier and more sustainably produced teas. Overall, the adoption of organic fertilizers and decreased reliance on agrochemicals represents a win-win for the tea industry, enhancing product quality, environmental sustainability, and long-term resilience.

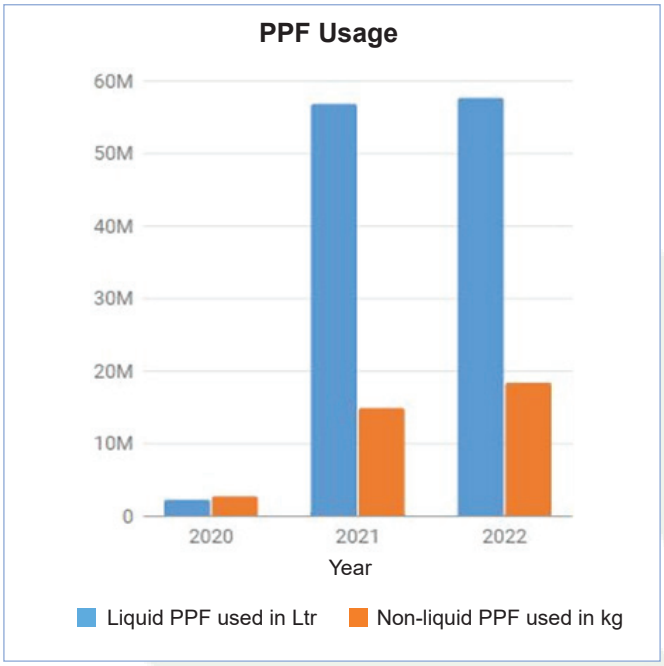


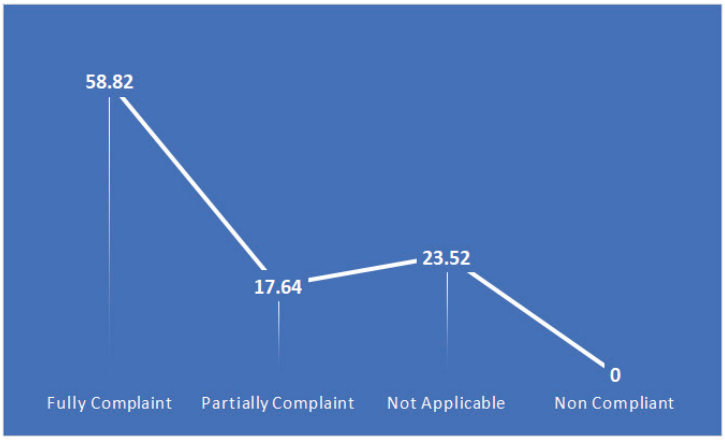

Baseline Average use of Chemical Fertilizer/Kg for the period of 2022

| % of Entity using Chemical fertilizers | % of Entity using Organic fertilizers | Fertilizer/ Per Kg |
|---|---|---|
| 70.58 | 29.41 | 0.16 |

# Environmental Output and Outcome

## Climate Resilience

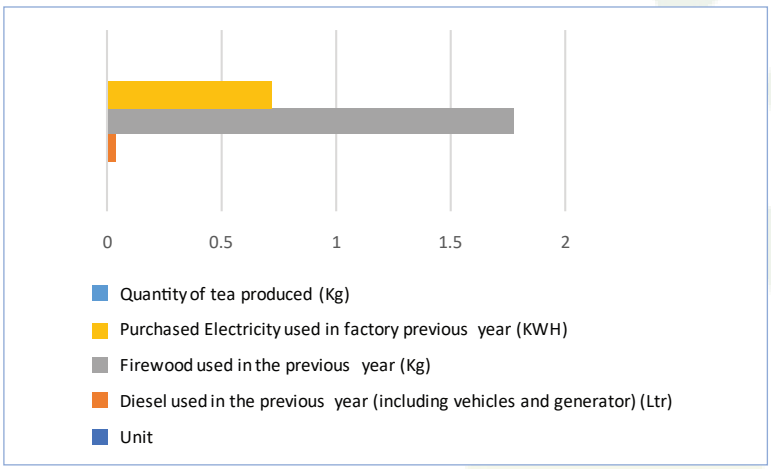



follow GAP guidelines for the storage and application of fertilizers

| Fully Complaint | Partially Complaint | Non Compliant | Not Applicable |
|---|---|---|---|
| 58.82 | 17.64 | 0 | 23.52 |

## Climate Resilience




Audit Data Based on Pilot Survey

## Good Natural capital Management

Effective energy management in the tea industry through the optimization of energy consumption and the integration of renewable energy sources is a pivotal strategy for both sustainability and operational efficiency. The tea processing phase involves substantial energy usage, including withering, drying, and packaging. By optimizing energy consumption through measures like energy-efficient machinery and better insulation, the industry can significantly reduce its carbon footprint. Introducing renewable energy sources, such as solar panels or biomass energy, not only helps tea producers cut costs in the long term but also reduces reliance on fossil fuels, mitigating greenhouse gas emissions.

This dual approach enhances the industry's environmental stewardship while bolstering its resilience against energy price fluctuations. Additionally, it aligns with global trends towards cleaner and more sustainable production practices, appealing to eco-conscious consumers and elevating the industry's reputation for responsible tea cultivation. As per trustea code version 3, Energy Management encompasses all important facets of these to get the desired outcome and promote the positive impact in this field.

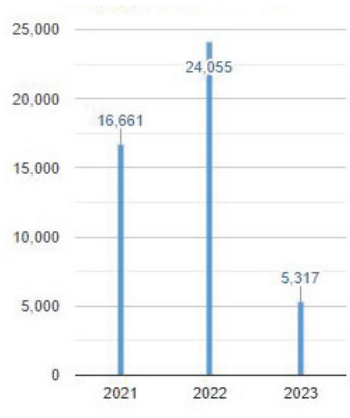
# Safety

Workplace safety in the tea industry is of paramount importance, with a focus on training and awareness regarding job-related risks. The tea cultivation and processing sector can be physically demanding and sometimes hazardous, with workers exposed to various risks, such as heavy machinery, exposure to agrochemicals, and slippery surfaces. Implementing comprehensive training programs equips employees with the knowledge and skills to mitigate these risks and respond effectively in case of accidents. Furthermore, fostering a culture of safety through continuous awareness campaigns encourages workers to be vigilant and take preventive measures. Prioritizing workplace safety not only safeguards the well-being of tea industry employees but also enhances overall productivity and contributes to the industry's sustainable growth by reducing injuries and lost working hours. This approach ensures that those who contribute to the production of our beloved beverage do so in a safe and secure environment.

Ensuring women's safety in the workplace, including adhering to the requirements of the Prevention of Sexual Harassment (POSH) Act, is an essential aspect of trustea Standard. The POSH Act is a legislative measure in India that aims to prevent and address workplace sexual harassment, specifically targeting harassment against women.To foster women's safety, employers in the tea industry and other sectors must comply with the POSH Act requirements and creating a safe environment for women in the tea industry and other sectors is not only a legal requirement but also a moral and ethical imperative. This ensures that every woman in the workplace can exercise her rights, work without fear, and contribute to the industry's growth and success

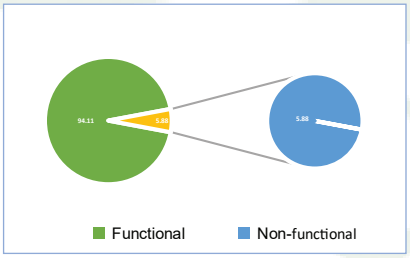
## Safety Output and Outcome

Employee Trained in POSH



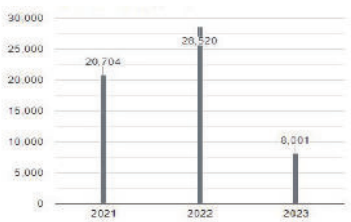

Employee Trained in POSH as considered Unit

| Year | Unit |
|---|---|
| 2021 | 299 |
| 2022 | 505 |
| 2023 | 246 |




| Existance of POSH committee | |
|---|---|
| Functional | Non-functional |
| 94.11 | 5.88 |

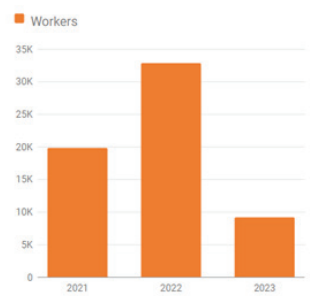
Workers trained in the use of PPE




Workers trained in the use of PPE as considered Unit

| Year | Unit |
|---|---|
| 2021 | 496 |
| 2022 | 769 |
| 2023 | 310 |

Workers who work in handling / spraying chemicals



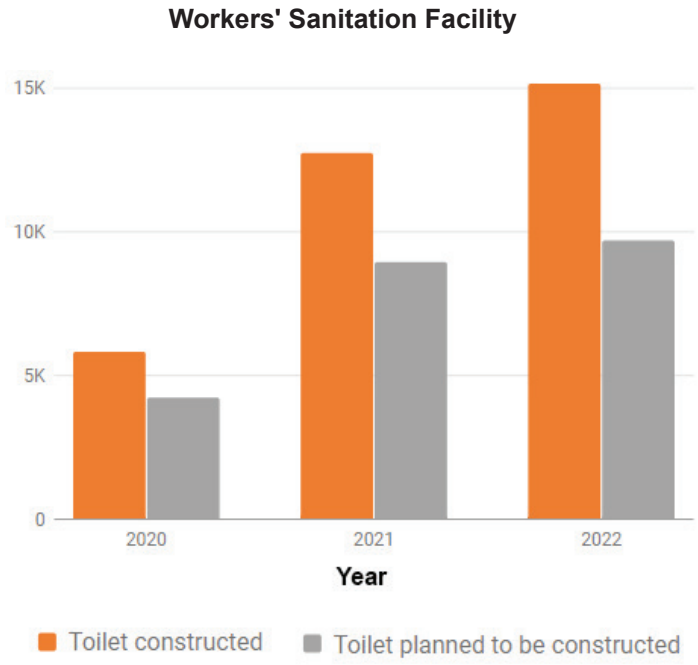

Workers trained in the use of PPE as considered Unit

| Year | Unit |
|---|---|
| 2021 | 496 |
| 2022 | 769 |
| 2023 | 310 |

"There's a lot of attention to safety, after trustea certification. I feel very comfortable working here."

***Rajalakshmi, tea plucker, Gudalur, Nilgiris***

# Livelihood




Worker's Sanitation Facility as considered Unit

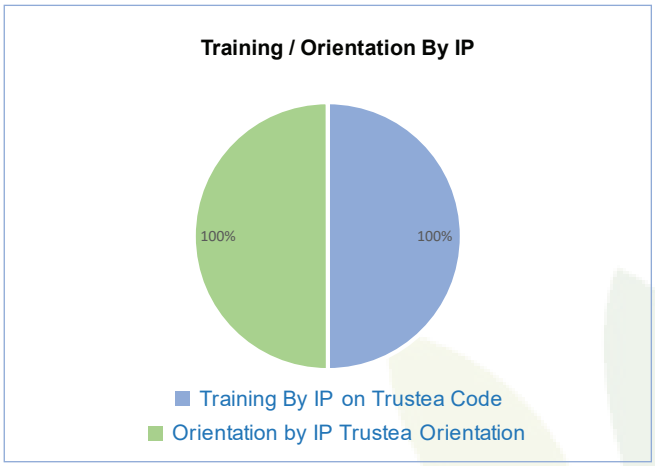
| Year | Unit |
|---|---|
| 2020 | 254 |
| 2021 | 723 |
| 2022 | 872 |

*trustea* standard helps to promote livelihoods among small tea growers through comprehensive training programs. Smallholders, often with limited resources, constitute a significant portion of the tea cultivation sector. Equipping them with the knowledge and skills necessary for efficient and sustainable tea farming can have transformative effects on their livelihoods. Training initiatives by the Implementing Partners cover various aspects, from proper plucking techniques and pest management to sustainable agricultural practices that help the market access where they can sell their product. By improving their expertise, small tea growers can increase their crop yields, product quality, and market competitiveness. In doing so, they become active contributors to the growth and sustainability of the tea industry, while their communities benefit from increased economic resilience.

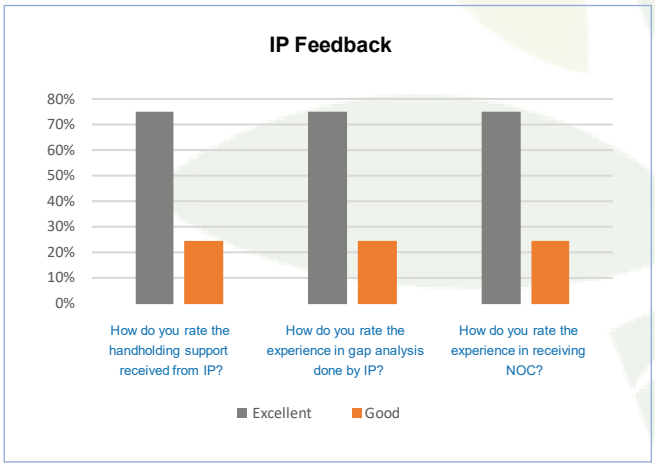
Improving the livelihood of tea workers through adherence to *trustea* Standard is a laudable and necessary endeavor within the Indian tea industry. As a sustainability standard, *trustea* encompasses a range of practices, including fair wages, safe working conditions, gender equality, access to healthcare and education and all other statutory requirements. By embracing this standard, the tea industry can uplift the quality of life for its workers. Fair wages and improved working conditions not only provide financial stability but also enhance the overall well-being of tea laborers and their families. Gender equality initiatives empower women workers, promoting inclusivity and creating opportunities for growth and advancement.

Access to healthcare and education contributes to the long-term welfare of the workforce, ensuring a healthier, more skilled, and economically self-reliant community. As the industry adopts sustainability standards, it not only cultivates high-quality tea but also nurtures the growth and prosperity of the individuals at its core, setting a positive example for responsible and ethical business practices. The graphical representation of the survey sample is considered as the baseline to study further output in this regard.

# Creating Value through *trustea* Implementation System



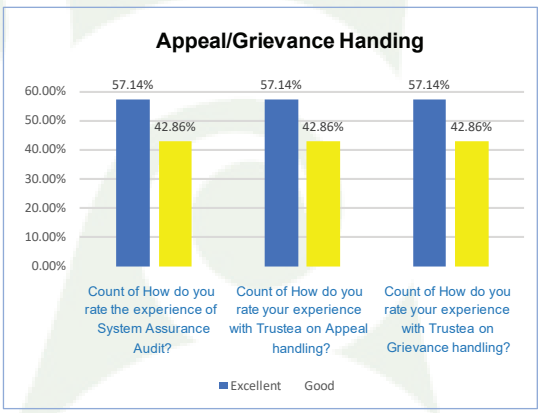

*trustea* has a unique feature of providing implementation support completely free to interested entities while joining the program. Implementing Partner (IP) plays a crucial role in the *trustea* certification process by actively engaging with tea entities and guiding them through the necessary steps to meet the standard's requirements. One significant aspect of their contribution is analyzing the existing gaps in the entity's operations. These gaps can encompass various elements, including environmental sustainability, worker welfare, and quality assurance, all of which are integral to *trustea* certification.

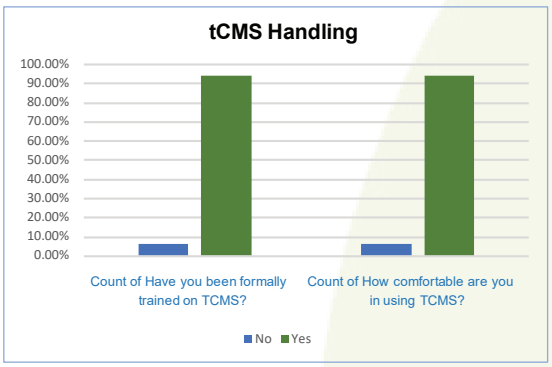


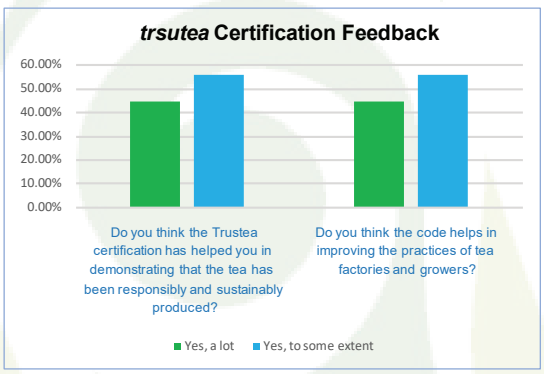

The collective efforts of implementing partners, trained professionals, and the tea entity create a collaborative environment that facilitates progress toward *trustea* certification. Through their expertise and guidance, the tea industry can align itself with sustainable practices, promote ethical working conditions, and contribute to a more responsible and environmentally friendly tea production process. The survey portrays the outcome of their effort in the field.

## *trustea* internal System outcomes

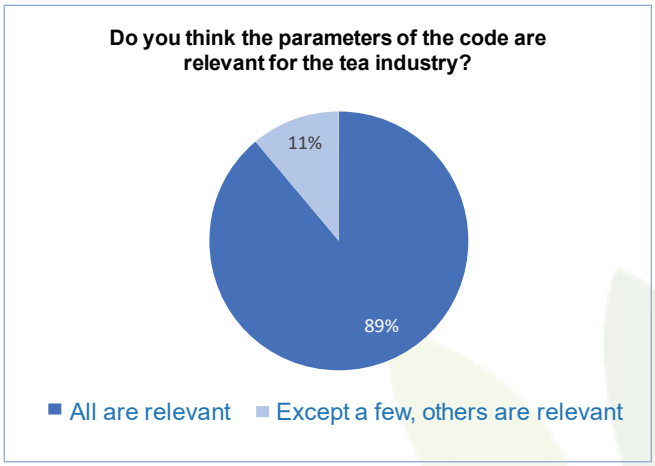
To successfully implement and adhere to a sustainability standard, it's imperative that the internal system of the program aligns with all necessary activities outlined in the internal protocols, policies, and guidelines. These internal practices serve as the roadmap for trustea and its relevant stakeholders to meet the purpose of having and effective MEL system in place

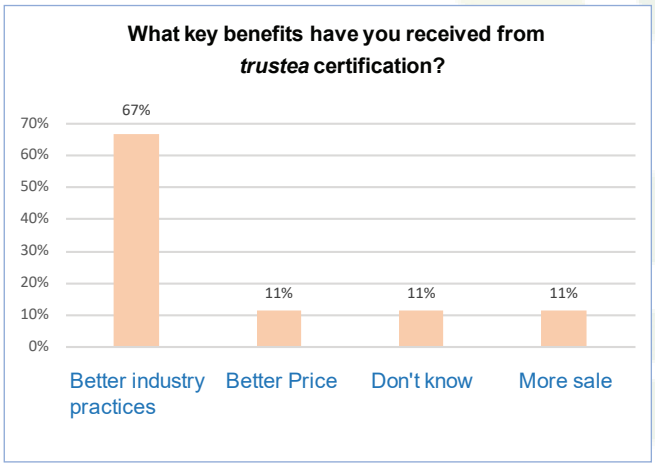


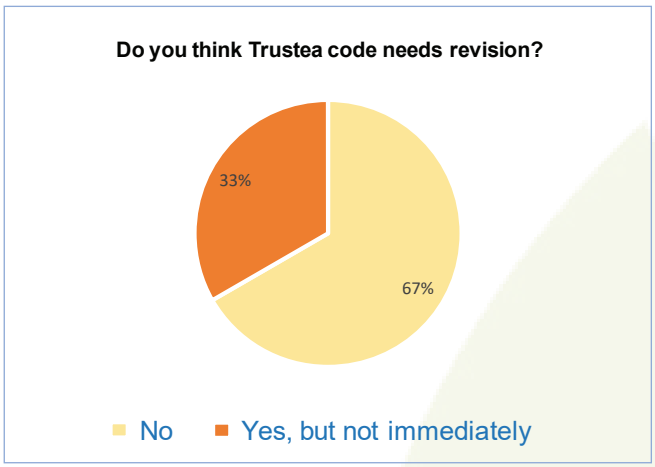



# Entity understanding on *trustea* Standard




Within the *trustea* universe, the entity, typically representing tea manufacturers or producers, stands as the most critical stakeholder in driving the program's sustainability objectives. Their engagement and commitment are fundamental to the success of *trustea*. As the primary actors in the tea supply chain, their practices and understanding of the standard directly impact the environment, workers, and the quality of tea produced. Therefore, the entity's feedback is invaluable and serves as one of the cornerstone components of Trustea's Monitoring and Evaluation (M&E) system.

> "The biggest impact of trustea has been on the mindset of stakeholders, whether in the factory or the STGs. We are thinking about safety, about protecting the environment, and wearing protective gear... There is a care element".
>
> **Mehul Varma,** Director,
> Sanjeevani Tea Industries, Assam.

## *trustea*'s learning and future action

*trustea*'s action points following the monitoring and evaluation process, derived through surveys, interviews, and audit data, are a crucial component of its commitment to continuous improvement in the tea industry's sustainability. They are formulated as per the process based on the insights gathered through comprehensive surveys, in-depth interviews, and thorough audit data analysis. The results of these processes help identify gaps and strengths in sustainability practices within the industry.
Action points may include recommendations for refining and optimizing various aspects of *trustea* standard and its internal process, such as creating more awareness on calculating data for water and energy management, awareness training for worker welfare, recording environmental protection activity, data capturing on traceability and similar. Trustea will use these action points to guide its engagement with tea entities and provide tailored support for improving sustainability practices. By translating the findings of the M&E process into practical, actionable steps, trustea not only maintains the credibility of its certification but also ensures that the tea industry continues to evolve towards more sustainable and responsible practices, benefiting all stakeholders.

# *trustea*'s methodology, data sampling, learning and future action

Area: Tea growing regions in India - Assam, West Bengal, Kerala and Tamil Nadu

*trustea* conducted a detailed study to derive the baseline report with the help of different types of surveys, interviews, and audit reports as mentioned here –

To capture the on-ground impact, 17 verified entities were covered, standalone estates, estates with factories, BLFs

- 51 Face-to-face interview forms were collected.
- All fieldwork was conducted between Jan 2023 and June 2023
- Data Sampling – tCMS tool report – Audit report 2022 & 2023,
- Pilot projects for specific areas like GHG emission and Power consumption – 3 Estate & 2 BLF from Assam and Tamilnadu were considered.

*trustea*'s action points following the monitoring and evaluation process, derived through surveys, interviews, and audit data, are a crucial component of its commitment to continuous improvement in the tea industry's sustainability. They are formulated as per the process based on the insights gathered through comprehensive surveys, in-depth interviews, and thorough audit data analysis. The results of these processes help identify gaps and strengths in sustainability practices within the industry.

Action points may include recommendations for refining and optimizing various aspects of trustea standard and its internal process, such as creating more awareness on calculating data for water and energy management, awareness training for worker welfare, recording environmental protection activity, data capturing on traceability and similar. Trustea will use these action points to guide its engagement with tea entities and provide tailored support for improving sustainability practices. By translating the findings of the M&E process into practical, actionable steps, trustea not only maintains the credibility of its certification but also ensures that the tea industry continues to evolve towards more sustainable and responsible practices, benefiting all stakeholders.

## People and Process Involved

| Parameter | tCMS | Contributing Source | 1st Reviewer | 2nd Reviewer |
|---|---|---|---|---|
| **Entity Survey** | x | IP | trustea Program Manager | Sr. Manager - System Assurance & MEL - trustea |
| ***trustea*** | | Entity Feedback | | |
| **Pilot Project** | | trustea Program Manager | Sr. Manager - System Assurance & MEL - trustea | |
| **CB** | | Entity | trustea Program Manager | Sr. Manager - System Assurance & MEL - trustea |
| **IP** | | Entity | trustea Program Manager | Sr. Manager - System Assurance & MEL - trustea |

## Considered qualification for Survey

| | | |
|---|---|---|
| Minimum 5 years of experience in Sustainability programs | Basic graduation | Trained on M&E basic principles |
| * Reviewers' qualification as per trustea's qualification matrix | | |

# Thank You

We sincerely thank all the stakeholders involved in this process. All data used in this report has been collected by third-party agencies like implementing partners, and certification body auditors from certified entities and other relevant stakeholders via face-to-face interviews, surveys, audit reports, and feedback forms. The data has been analyzed and verified by M&E Head – *trustea* (Sr. Manager System Assurance) as per the laid down procedure.

Unless otherwise stated, all figures and results presented in this report are based on data submitted up to 30 June 2023 and extracted from trustea Code Management System (tCMS) database as per trustea's logical framework requirements on six monthly and yearly reporting. Volume figures should be treated as approximate because the 12-month reporting period of any given certified entity may not coincide exactly with a calendar year. Volumes are allocated to the calendar year at the beginning of the reporting period.

Where appropriate and relevant to the analysis, data has been presented by either calendar year, or in years of certification based on the audit reports and survey forms requirement. Average figures of each year group are likely to change in annual summaries. This is due to year-round audit reporting which adds to the dataset each month.

**To get further information on *trustea*'s MEL process, please visit *trustea* MEL page on the website - https://trustea.org/mel**

trustea
ENVIRONMENT • SAFETY • LIVELIHOODS
www.instagram.com/trustea_foundation
linkedin.com/company/trustea-sustainable-tea-foundation
twitter.com/TrusteaF
facebook.com/trustea.foundation
youtube.com/@trusteacommunication4696