



CSR Initiatives
Indian Tea Association



INDIAN TEA ASSOCIATION

An Institution of Trust and Assurance



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ITA MESSAGE



Vivek Goenka
Chairperson
Indian Tea Association

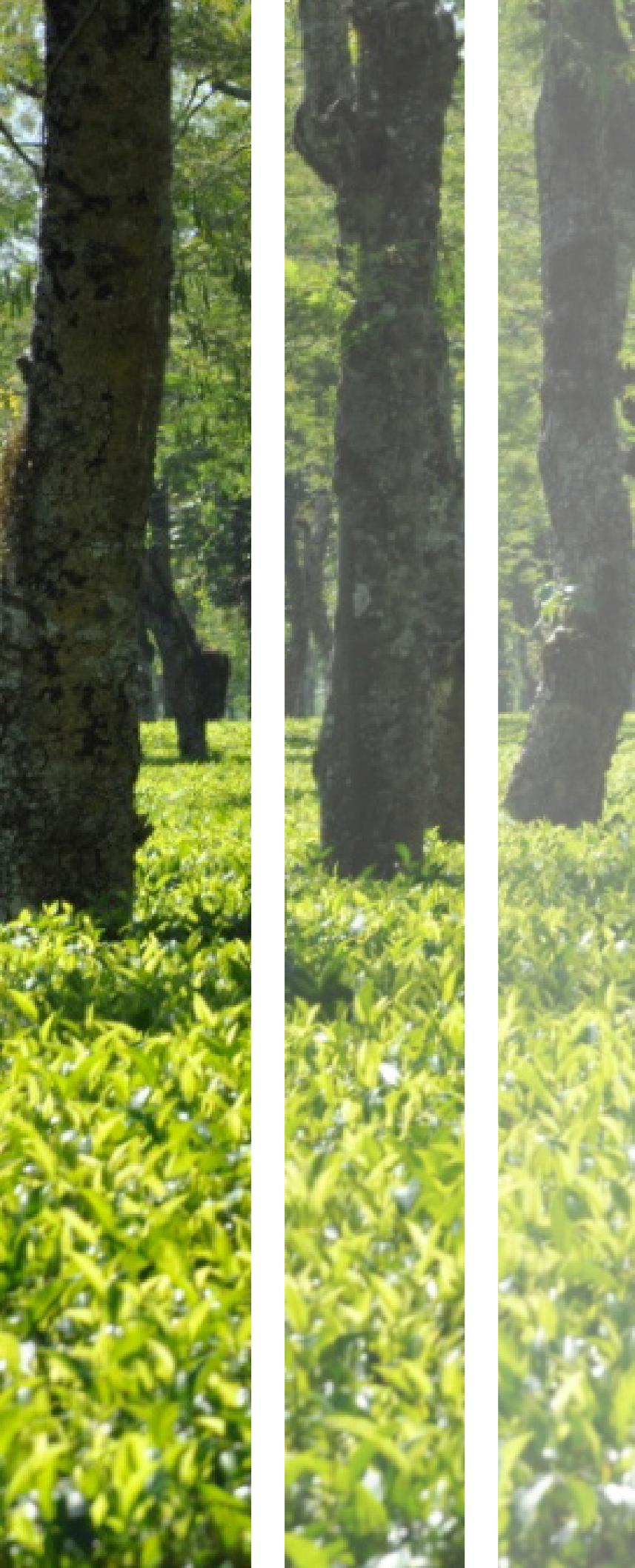
Corporate Social Responsibility is at the core of any business entity. Social responsibility empowers businesses to engage and utilize their resources to the fullest and ensure that they meet the growing aspirations of not only their shareholders and stakeholders, but society at large.

In this context I express my deepest appreciation on the good work done on community projects and programmes undertaken by the Indian Tea Association (ITA) over the past few decades. The tea industry is an extremely labour intensive industry, directly employing over 1.2 million people, and if one would include dependents and non-workers residing on the estate this number would exceed 6 million. With this comes the huge expectations of this population and I am happy to convey that the ITA has risen to this challenge and been at the forefront of all societal challenges.

Apart from in-house initiatives, the Association has actively engaged with various Associations across the Globe, including UNICEP, ETP, Solidaridad, Twinings, Zorg Van De Zaak among others in forwarding the cause of improving the lives and livelihoods of workers, their families and society at large. We are thankful to our partners and we look forward to continue working with them towards pursuing the high standards of social and ethical responsibility that the Association has set for itself. Today, the ITA has its own dedicated Sustainability cell which is committed to continue to pursue many more such initiatives.

The contribution of the ITA to the socio-economic development of the people residing in tea growing regions in India is unparalleled and I take this opportunity to congratulate the ITA Sustainability cell on the publication of this wonderful compendium and wishing them all the very best on the way forward.

Vivek Goenka





ITA MESSAGE



Nayantara Palchoudhuri
Vice Chairperson
Indian Tea Association

The ITA has been continuously working with communities living on the fringes of Tea estates In Bengal and Assam. The programme on CSR has been community driven with a focus on socio- economic development. In the Dooars region , extraordinary relief work was done by the ITA during the 1993 floods which devastated the District of Jalpaiguri and the tea Gardens . The chequered history of the tea growing States of Assam and Bengal record yeoman service rendered by ITA on all occasions of civil emergencies.

The Association through its branches has played a stellar role in restructuring rural economies , increasing farmer incomes and introducing new agricultural techniques through its participation and guidance .

The ITA now has a sustainability cell with focus on a number of socially responsible issues such as Climate change , womens' empowerment and Child Rights and overall development of the unorganised tea sector through various programmes with agencies of the Government of India and non- governmental bodies .

The publication is an attempt to showcase the ITA as a socially responsible organisation over the ages.

I wish to congratulate the Association for its vision and foresight in highlighting their CSR initiatives in Industry.

Nayantara Palchoudhuri



D. P. Maheshwari
Additional Vice Chairman
Indian Tea Association

It gives me immense pleasure to learn that the ITA would be publishing a compendium on its CSR activities. The Indian Tea Association is universally well known for its corporate social and economic developmental activities which have actually changed lives and livelihoods of communities who are located near their estates in Assam and Bengal

Challenges before the Tea Industry are immense but not insurmountable. Addressing developmental issues of Tea communities and bringing about wellness and happiness amongst them would always be our assignment to fulfil in both the short and long term.

I am sure the compilation of CSR work, over the ages in different fields of activity, would act as a helpful reference book as well as be a knowledge support for those who wish to know more on the grand work done by the Industry in changing lives and upholding humanitarian values of people in the tea growing regions.

I must congratulate the ITA for taking the initiative to bring out this publication.

D.P. Maheshwari



ITA MESSAGE



Arijit Raha
Secretary General
Indian Tea Association

The Indian Tea Association has been continuously associated in implementing socially beneficial programmes for Communities in Tea Growing regions of Assam and Bengal for several decades. Our involvement in Community work as an Industry stems from a policy decision taken several years ago by the then ITA committee.

The ITA and CSR work have been synonymous for many decades. From the years of Pre-Independence India to recent times Tea Companies have invested in social and economic upliftment amongst communities neighbouring tea estates. Having a large workforce, which is predominantly women, the Industry has also taken up a number programs for the benefit of the resident population in tea estates. International organisations such as the ILO, UNFPA, JOICEF and now UNICEF have worked closely in partnership with us for improving the quality of life of our garden workers and their families.

In a new engagement for the first time in the history of the Association, Small Tea Growers of Assam and Bengal have been integrated with ITA to improve quality of tea down the supply chain. The ITA being a responsible producers' organisation has come forward to work for the betterment of the Small Growers. This historic initiative has National and International significance to tea trade.

The ITA stands committed to the Sustainable Goals of the Nation. Our Work on developmental issues such education, gender equality, health, water, Sanitation and social justice is being closely monitored through the Sustainability Cell of the ITA with a vision to face the global challenges

The Compendium is being launched to highlight our CSR initiatives work through the ages. I am sure the reader would find the book an invaluable reference to our community programmes which have occurred over the years.

Arijit Raha



ITA MESSAGE

The Indian Tea Association (ITA), the oldest Tea Association in India, has been a major driver of corporate social responsibility for the tea industry, particularly in Assam and West Bengal. The Association continues to advance Responsible Business Practices with plantation owners and managers and guide effective community-based interventions to help improve lives of people who reside in and around the tea estates.

This compendium traces ITA's engagement and support towards community development in tea growing regions since the 1900s and highlights its contribution towards sustained growth in these regions and the benefits to tea workers and the public at large.

ITA has also been a key contributor towards UNICEF and Ethical Tea Partnership's ground-breaking collaboration to help protect and change the lives of thousands of children living in the tea gardens of Assam. As a trusted partner for UNICEF for over two decades, ITA's support and contribution towards improving the lives of marginalized communities, especially children, in the tea growing regions of Assam and West Bengal is well recognized and valued.

Dr. Yasmin Ali Haque



Dr. Yasmin Ali Haque
UNICEF





ITA MESSAGE



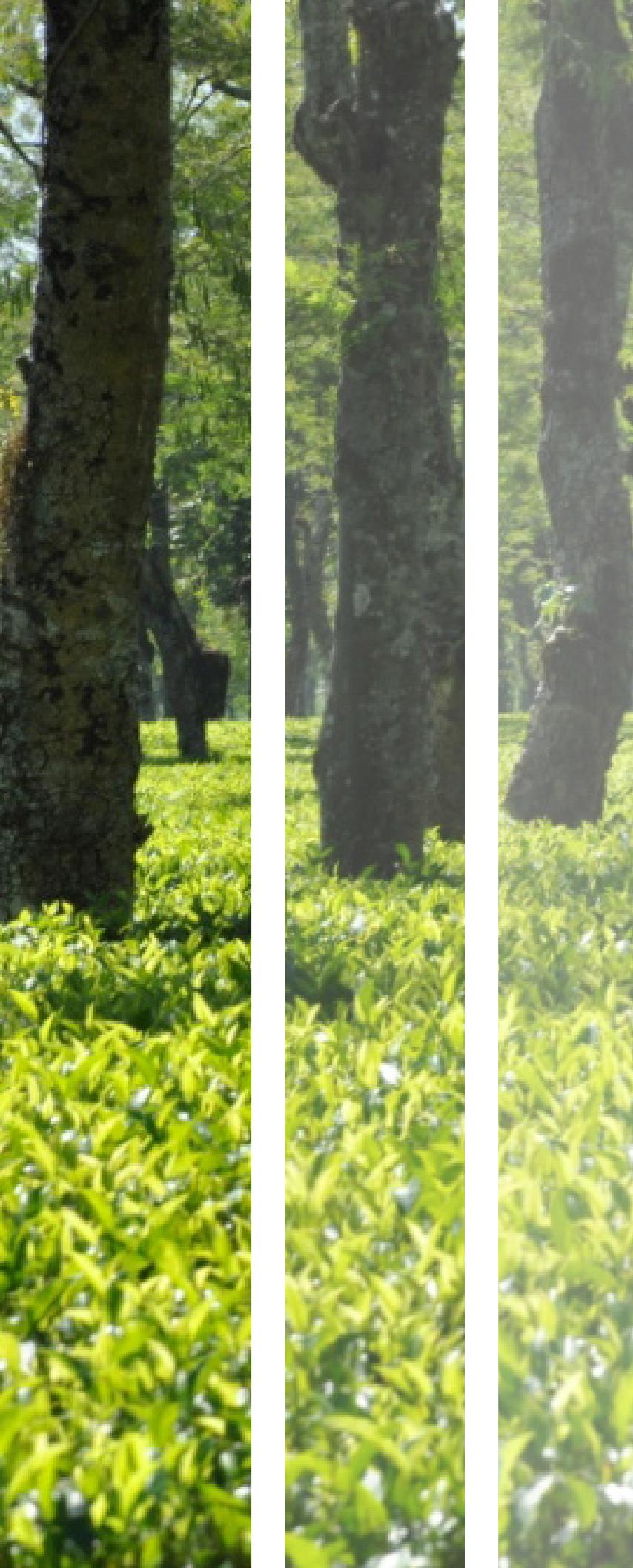
Dr. Roshmi Goswami
Social Activist

It is indeed very encouraging to see that the ITA has come a long way from its early foot prints in CSR and today it continuously endeavours to asses and evaluate its interventions against global benchmarks like the SDGs for instance. As the Tea industry plunges into an unprecedented crisis the challenges for ITA in the present day context are numerous and enormous but simultaneously its relevance and leadership all the more critical.

In my short association I have been extremely impressed and touched by the dedication and en-thusiasm of the ITA leadership team. They are undeterred in their efforts to make 'change happen' by harnessing and strategically building on the positive elements of the 'tea world' while addressing the pressing needs of the most vulnerable.

I wish the ITA luck and success in their onward journey.

Dr. Roshmi Goswami





Sandip Ghosh
Secretary (Sustainability)
Indian Tea Association

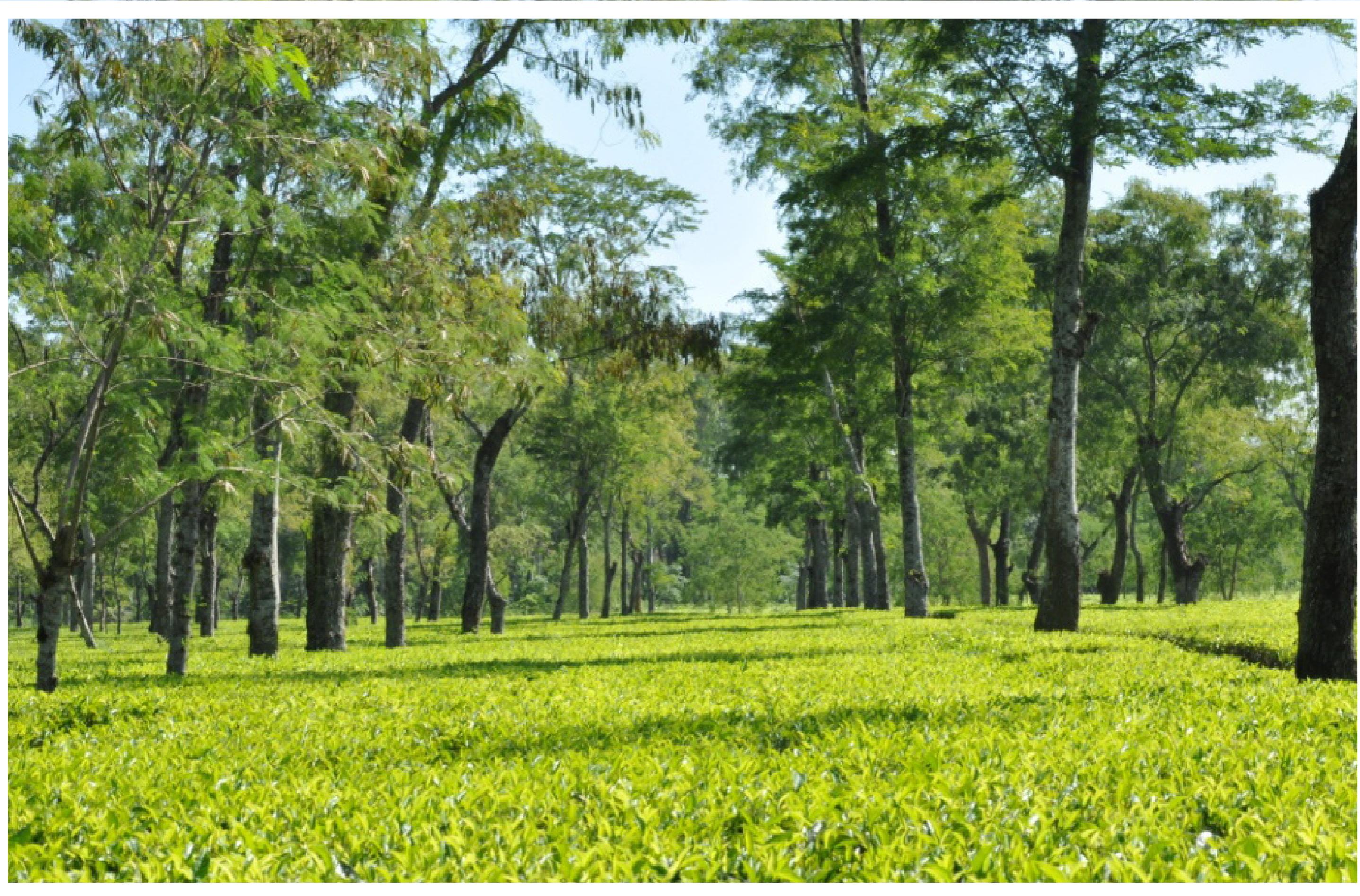
The compilation captures the response of the Indian Tea Association to the needs of communities in tea regions of Assam and Bengal through CSR work. Timely and responsible initiatives of the Association have lent support to local Governments, village communities and tea population who have been visited with major social and economic adversities from time to time.

It is hoped that the reader of this compendium would appreciate the steps taken by ITA over the years for adopting a multidimensional approach in addressing community needs in tea growing regions. The vision Statement of the ITA has clearly focussed on the sustainability quotient, so important for continuing CSR work in the Tea Industry.

During the compilation of the book I have been constantly encouraged by the Chairman Mr. Vivek Goenka, the ITA National committee, and Mr. Arijit Raha, the Secretary General ITA, for their valuable thoughts and guidance. I am indeed grateful to all of them. I wish to record my deep gratitude to Dr. Roshmi Goswami from Shillong for her valuable insights and guidance in the compilation of the book.

I must compliment our publisher Mr. Prasanta Talukdar and his team for being patient and understanding on the unforeseen delays in bringing out this publication. I must record my thanks and appreciation to the ITA secretariat for their help at all times.

Sandip Ghosh





ITA An Institution of Trust and Assurance.....

Founded in 1881, the Indian Tea Association (ITA) is the premier and the oldest organization of tea producers in India. The Association has played a multi-dimensional role towards formulating policies and initiating action towards the development and growth of the Industry, liaising with the Tea Board, Government and other related bodies. The ITA has branches at different locations in Assam and West Bengal. With over 425 member gardens, the ITA and its branches represent over 60% of India's total tea production. As employers, ITA member gardens provide direct employment to more than 400,000 people.

In Assam, the ITA serves its members through the Assam Branch of Indian Tea Association (ABITA) founded in 1889, the Surma Valley Branch of Indian Tea Association (SVBITA) was founded in the year 1901. In West Bengal, the Dooars Branch of Indian Tea Association (DBITA), founded in 1878, serves its members through its advisory services. Members in Darjeeling and Terai region in North Bengal benefit from the services of the Darjeeling Branch of Indian Tea Association and the Terai Branch of Indian Tea Association.

The Indian Tea Association serves as the Secretariat of the Consultative Committee of Plantation Associations (CCPA) - the apex body of tea producers associations in India.

ITA membership constitutes 226 companies in Assam, Bengal and Tripura, covering 474 estates with around 400 million kgs of crop and direct exports of 50 million kgs, providing employment to more than 7 lakhs workers.

ITA is headquartered in Kolkata with Branch offices in Guwahati, Silchar (Barak Valley), Binnaguri (Dooars), Bengdubi (Terai), and Darjeeling. The Zone offices in Assam are located in Dibrugarh, Jorhat, Tezpur.

The Indian Tea Association has the following broad functions

- It serves as a strong bridge between various segments of the tea industry, trade and Government.
- It formulates policies and effectively liaising with the Tea Board, Central and State Government and a wide spread of quasi Governmental and regulatory agencies. ITA has representation in all major Government constituted committees examining the problems and issue of the tea sector.
- ITA is a driving force of the corporate social responsibility for the tea industry as a whole. It administers several projects and programmes that strive to make a difference to the lives of the people who reside in and around the tea estates.
- ITA acts as a research backed think-tank for the tea industry





ITA A Socially Responsible Organisation : Early 1990 - 1970.....

Corporate Social Responsibility or CSR is a very familiar concept and common approach across the world today. Defined differently depending on the interests represented, CSR gained prominence since the 1960s and attracted attention from a range of stakeholders and businesses. For several years since, CSR was seen as a form of corporate self regulation but in the last decade or so it has shifted considerably from 'voluntary decisions at the level of individual organisations, to mandatory schemes at regional, national and even transnational levels.



Much before that and as early as the 1800s the Indian Tea Association or ITA has been operating with what could be defined as a 'CSR perspective' in the tea growing regions in Assam and Bengal. As the tea Industry grew from its infancy and spread to various parts of Assam and North Bengal, communities within and around estates benefitted from its growth in many ways. Having brought in a large labour force from outside the region who then became resident within the estates, meant

that the Planter had additional responsibilities towards the workers and their families and among others to ensure good health, sustenance and adequate housing for them. ITA was primarily formed in 1881 to uphold and promote the interest of tea producing Companies in Eastern India and establish a platform to frame policies of governance in Plantations as well as work closely with the Government bodies to protect the interests of all stakeholders.

One of the most outstanding contributions of the ITA has been to alleviate the social conditions of the large work force resident in the estates through significant contributions in improving health by promoting medical research and establishment of Institutions of repute.

Medical interventions, policy matters and institution building:

Tea gardens recruited labour who traversed long distances to settle in the estates of Bengal and Assam. However, ensuring protection for them from diseases such as Malaria and Kala Azar was a major challenge as it took a heavy toll of lives. ITA Calcutta(Kolkata), in early 1900s made a significant financial contribution to establish the School of Tropical Medicine and Hygiene to do research on Kala Azar, Malaria and hook worms. In 1914 the School of Tropical Medicine and Hygiene started work in Calcutta substantially supported by ITA. Thankfully, Kala Azar was eventually eradicated by an injection developed by Sir U.N. Brahmachari much to the relief of the tea workers and all other residents in the region.

The control of malaria by the Tea Industry is yet another feather in the cap for the ITA. The Assam Branch of the ITA had excellent liaison with Government and partnered closely on several organizational work. From 1904 ITA through its Assam Branch collaborated with the setting up of the Malaria Commission. In 1930 the Assam Branch of the Ross Institute was set up in Jorhat with subscription from the Tea Industry – mainly ITA. By 1945, i.e. by the end of World War II, malaria was reduced to a minor disease.

Another area that the planters in Assam needed action was from the ever increasing cases of rabies. After a committee was set up following an ABITA meeting, funds were sourced from various trusts including the William Jackson Trust Fund by ABITA. Finally, the King Edward Memorial Pasteur Institute was established in Shillong and anti – rabies vaccines were made available to the community at large. The prevalence of cholera and small pox amongst the tea workers, having assumed serious proportions, the ITA championed the cause of development of a vaccine and requested the Pasteur Institute in Shillong to keep adequate supplies to serve demands from tea gardens as well as from the community

About the same time Dr. John Berry White, a tea planter had a vision to establish a Medical School in Assam. Supported by the ABITA and others, the Berry White Medical school came up to serve the Tea gardens and the local people. Initially only compounders graduated but later medical diploma holders too completed their education. Significantly this Institution became the forerunner to the present Assam Medical College in 1947.

In Bengal, the Planters wanted support for the Jalpaiguri Hospital and Medical School. This request was endorsed by the General committee of the ITA for a period of 5 years commencing 1935. Apart from Tea garden patients, the hospital was also open to the general public who benefitted tremendously in an area with scarce medical facilities.

From the beginning a large part of the labor force were women and therefore the need to look into issues of maternal health was inevitable. The Indian Tea Association had very strong views on protection of women workers during maternity both in Bengal and Assam even before actual legislation came into force in Independent India. For instance the Indian Tea Association in its letter to the Government of

Bengal in 1938 expressed its views on maternity benefit payable to women workers in the estates. The general remarks of the Association at that period of time were quite commendable and must be quoted:

The relationship between the employer and worker is not that of money economy nor can it be translated into the wage terms which are characteristic of modern urban Industrial relations. Thus while it is usual to find on a majority of estates maternity schemes which include the payment of monetary benefits it is the invariable practice for such benefits to be supplemented by the provision of free medical attention, medicine and where necessary by hospital facilities both before,

during and after confinement, and in many cases by the maintenance of special clinics, trained midwives, and special food for the expectant mother or, after birth for the mother and child. (ref. pg. 369 para 2 chapter on Labour Welfare in The History of the Indian Tea Industry by Sir Percival Griffiths). It is therefore worth mentioning that what was later settled by legislation in India post independence was already in practice in the Tea Estates of the ITA.

Along the same lines the ITA gave prominence to nursing and nursing opportunities. Member Tea Companies of the Indian Tea Association were the chief supporters of the Lady Minto Nursing Association which was formed in early 1900s. ITA members were shareholders of the Association. Nursing sisters of the Association were deployed in Assam. The Association was dissolved in 1948 and was replaced by the Assam Nursing Association. The ITA continued its support to the Assam Nursing Association by funding the same for the benefit of the residents and others in the gardens for some time thereafter.

Tocklai Experimental Station

Another important legacy of ITA's CSR footprint includes the well recognised Tocklai Experimental station. The history of Tea research in India dates back to 1891 when Mr. M.K. Bamber was appointed by the ITA to carry out research on Tea. The ITA played a

key role to set up the Tocklai experimental station in Jorhat in 1911. The affairs of the experimental station was looked after by the ITA upto 1964. The Tea Research Association thereafter evolved into a separate body and now continues to serve the entire tea industry in the North- East and remains a crucial centre of expertise and new knowledge contributing to the advancement, growth and sustainability of the tea industry.



Humanitarian Gesture of ITA during The Inter World War Years

The members of the ITA offered yeoman service to the distress population of the World Wars by funding relief organization to benefit families of those who suffered from financial distress. It is note worthy that The Red Cross Mesopotamian Fund, The Belgian Relief Fund and The Prince of Wales National Relief Fund were contributed by tea planters in Assam and Bengal. This generous funding helped the wives and dependants of officers in the Navy, Army and the Territorial Forces who were in dire need of financial help to sustain themselves in those difficult times. The ITA members took a magnanimous decision to collect substantial financial contribution in Assam to augment The Blinded Soldiers and Sailors Fund, The St. John's Ambulance Fund, The Assam Rifle Relief Fund and The Gorkha Rifles Regiment Fund.

The 2nd World War threw up the need for emergency services required by the Combined Defense Forces. ITA by now was recognized by the Government as a benevolent organization willing to help in times of need and distress. The Military Government requisitioned tea garden hospitals to serve the war effected population who were in need of emergency medical services. This gesture of the ITA was most commendable and received admiration of the local administration.



ITA National Family Welfare Programme in Tea Gardens.....

Since the early 1950s the ITA family welfare programme in tea estates have been viewed as a priority. The emphasis on total immunization of Children, controlling maternal and child mortality and general sickness of the resident population has continued over the years. The efforts of the ITA has always been complimented by the State Medical Directorate through training and sterilization camps. After an initial period of settling down in the post-Independence era, the ITA embraced the National Programme on Family Planning in early 1960s and eventually established the Family Welfare Programme in the Dooars in early 1970s. Today, the Family Welfare programme in Tea estates in Assam and Bengal is a major activity as it promotes measures for population stabilisation while improving quality of life.



The Dooars Story:

In the early 1970s the ILO took keen interest in the efforts of the ITA to push for an effective Family Welfare Programme. Funds were mobilized from International agencies like the UNFPA and a project document was prepared in 1978. The Project was launched in 1982 with ITA appointing Dr. D.N. Chatterjee, a retired doctor from a Govt. of India Institution for heading the initiative of the ITA.

The Prime objective of the Program was to

- Set up a Population cell at DBITA Binnaguri
- Motivate Managers of 125 member Estates.
- Motivate and Orient Medical Officers and Para-Medical officers of member estates to do service delivery.
- To have a mobile Medical unit.

The programme was largely successful as it addressed key issues on population activities which brought about a positive change demographic structures in the estate population.

Highlights of the programme – Key Achievements (1990- 96)

Health Parameters Impacting	Baseline 1990	Endline 1996
Couple Protection Rate	22.46 %	49.64%
Birth Rate	28.31	21.84
IMR	43.04	39.35
Reduction of Maternal Leave (study of 87/125 Estates)	5283 cases	3584 cases (Reduction by 32%)
Soil Transmitted Parasite In Children	81%	65%
Environmental Sanitation (Use of Sanitary Toilets)	31%	49%
Drinking Water availability	Streams and shallow Tube wells	More Protection through Chlorination, Water Boiling methods
Terminal Method Operations	3510 cases	19307 Cases

Source : *The Dooars Story – M. Ghatak and Lipi Chakraborty Sept. 1998*

Work with JOICFP

The Dooars Branch of the ITA worked in partnership with Japanese organisation for International Collaboration on Family Planning (JOICFP) to track soil transmitted parasites amongst children in tea gardens of DBITA. The study and intervention under the Family Welfare Programme resulted in drop in infection levels over a period 1992 to 1995.

MOTHERS CLUB : A Step Towards Womens' Empowerment

The Mothers' Clubs in Dooars Estates was formed in the Mid 1990s. This was seen as positive step towards Womens' Empowerment to implement programs on Family Planning, maternal and Child health and other beneficial societal programmes such as promotion of Savings, Sanitary toilet use, Education for all. This programme was later adopted in Assam Gardens by the ITA gardens in the year 2000.

The Main objectives of the program in the Dooars Family Welfare program was :

- Mother and Child Care, teaching mothers on weaning food
- Advocacy and arrangement of immunization programme for Children
- Motivation of Women to carry out Family Welfare activities through line meetings
- Engage Estate Managers to Support all Family welfare, Social change and Education Initiatives
- Act as Depot Holders for Condoms and Oral Pills
- Act as change agents to motivate women for antenatal Checkups . Track defaulters .
- Co ordination with acceptors of the Terminal sterilization camps with PHCs
- Promoting Education, family Savings , line sanitation
- Chlorination of Drinking water sources .

The Mothers' club Members are voluntary groups from amongst the workers who are trained and wield considerable influence amongst the community. The Mothers' clubs are presently in existence in Assam and Bengal Gardens, though some need to be revived.



The Assam Story

The Family Welfare Programme In Assam has drawn a large number of acceptors. The Branch Medical advisory committee of ABITA as well as all Doctors and para-medics have contributed enormously to the sustained success of the programme. The support of the Management to the programme in their individual estates has been commendable over the years.

In recent times , the Family Welfare program has gone beyond Couple protection and sterilisation. A comprehensive health coverage for workers and their families is being implemented. The Govt. of Assam through its various Health Schemes for the State has adequately covered Tea Gardens.

In 2008 the National Rural Health Mission (now National Health Mission) was introduced in Tea Gardens of ITA and other Associations. A large part of the coverage was in the ITA gardens. In 2018 more than 100 ITA gardens get NHM coverage .

Achievements in Assam under the Family Welfare Programme of the Assam Branch of Indian Tea Association (ABITA) 2015-17

ABITA	Eligible Couple	Target Couple	Per-centge covered	Oral-pill	IUD	Sterilization	Condom use	Vasectomy
2015	245760	67232	27	12326	151	3383	11333	89
2016	128749	42195	32	12326	151	3383	11333	89
2017	139573	50643	36	8136	498	6134	6935	127

Tea Managements in a sustained manner have embraced the National Programme on Family Welfare with a projection to limit family sizes and Improve upon quality of lives of the workers and their families.

ABITA GRAMIN KRISHI UNNAYAN PRAKALPA : An ITA Project For Agricultural Development In Assam

From the initial years as far as the tea plantation workers there was indeed considerable focus on their welfare. On the other hand especially in Assam although most of the ITA tea gardens are located in close proximity or surrounded by villages there was minimal interactions, altruistic or otherwise, between the tea plantations and the local rural populace. The tea plantations were seen as these self sufficient islands of prosperity living in grand isolation from the local realities of rural Assam. This resulted in considerable resentment on the part of the local communities with an extremely adverse fallout during the days of militancy in Assam. A sincere attempt to rectify this was gradually initiated and ITA once again played a significant role in turning an acrimonious relationship into a mutually beneficial one. The Managers of the ITA gardens initiated interactions with the village communities and made a suggestion that the ITA should set up advisory services.



Agricultural Development Centers of ITA

Centre	Starting Year	Shifted to
Panery	February, 2000	Tangla, Paneri
Bokakhat	March, 2000	Titabor, Mariani
Khowang	March, 2000	Moran
Namrup	April, 2000	Doomdooma
Sonari	April, 2000	
Kaliabor	April, 2000	Margherita
Chabua	June, 2000	Lahowal
Balipara	June, 2000	N.Lakhimpur (Ananda, Koilamari, Dejoo)
Biswanath Chariali	June, 2000	Gohpur, Borgang
Mazbat	March, 2000	Dhekiajuli, Rangapara, Binduguri

The ITA appointed a Director at Guwahati with a select band of Agricultural Development Officers to roll out the program. The first Agricultural Development Centre was set up at Panery under Mangaldoi circle of ABITA in February 2000.



Functions of the Centers:

- Encouragement of farmers on modern Agricultural technologies through awareness campaign, meeting and group discussion.
- Impartment of location specific training to the farmers of respective villages.
- Demonstration on the use of HYVseeds with full package of practices.
- Farm and Home visits at regular interval.
- Field day and Harvesting festival to review the result of new methods and crops.
- Participation in the Exhibition.

Objective of the Project:

- Dissemination of modern and appropriate technical know-how to the farmers by participatory method.
- Upliftment of Rural economy through increasing crop yield in the area of operation in a sustainable manner.
- Initiate the farmers to multiple-cropping and diversification of market oriented crops.
- Introducing horticultural crops as a subsidiary income generation activities.
- Training farmers on judicious use of fertilizer, soil and water management and proper crop planning for maximization of yield.
- Develop Sericulture with special emphasis on the Golden Thread- "Muga"-and other allied culture by value addition.
- Organization of youth into production groups and empowerment of Women.
- Dissemination of knowledge through Village Resource Centre.

Strategy Adopted for the program:

- Laying out large-scale block demonstrations in villages in both Kharif and Rabi seasons (50 hectares in Kharif and 50 hectares in Rabi per centre per year)
- Giving emphasis on multiple cropping & diversification of crops.
- Timely supply of inputs to the selected farmers at subsidized rate (40% subsidy in fertilizer and 25% in seeds)
- Arranging soil testing for farmers to advise them on the nutrient requirement of crops.
- Organization of youth productive groups.
- Empowerment of women.
- Ensuring sustainability, repeat demonstrations for four seasons with the same group of farmers so as to enable them to generate and consolidate their finance for deriving further benefits by using modern technology.
- Shifted to other areas after competition of two years (four seasons) for better coverage

ABITA Gramin Krishi Unnayan Prakalpa 2001-2017 - Snapshot

YEARS	2000-2007	2008-2012	2013-2017	Total
	6 Years	4 Years	4 Years	16 Years
Area Covered (in hectars)	7409	4047	2490	13946
Villages	1112	1785	1252	4149
Direct Beneficiary	18635	13144	1909	38719
Indirect Beneficiary (nos)	20414	43414	26277	90105

NOTE :1 - Area Covered earlier in 10 centres in Brahmaputra Valley upto 2011 , presently in 6 centres

NOTE :2 - Farmers are direct beneficiaries who have increased incomes through higher yields and Good Agricultural Practices

NOTE :3 - Indirect beneficiaries are communities who have turned to new livelihoods, sent Children to schools as incomes were enhanced.

Source ABITA data 2018

The AGKUP was implemented in 2000-01. Under this initiative Agricultural Extension Services are provided through 10 Centres at a time. Each Centre has a 4 year life-cycle. Benefits has been provided to the entire community.	Farmers Training
	Subsidized Seeds and Fertilizers
	Multiple Cropping And Soil Testing
	Teleconferencing And Information Sharing
	Sericulture And Pisciculture

The ABITA recognizes the best farmers in each of its administrative zones by rewarding them with a citation and monetary help. The criteria of the recognition have been the efforts put in by the farmer to increase the farm yields as well as achieving self-reliance to conduct the farming activities. This yearly recognition was instituted since 2000. In the year 2019, the best farmer of one of the zones of ABITA is seen receiving the award from Sri Pallab Lochan Das, the Hon'ble Minister of Labour & Employment, Government Assam, in course of the Annual General Meeting of the ABITA



In the recent times the ABITA has been associated in socio-cultural development of Assam through a number of activities in the fields of:



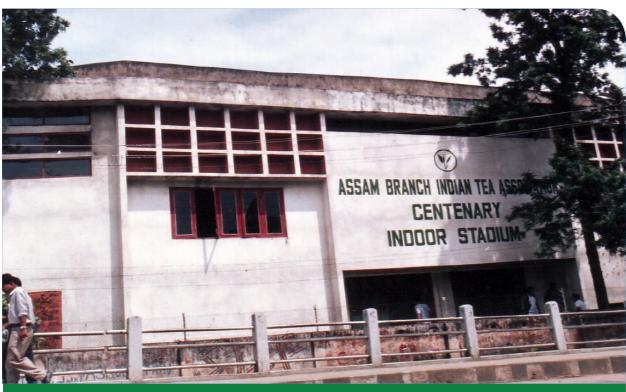
Education



Cultural Heritage



Performing Arts



Sports



Medical Infrastructure

CSR Activities Dooars

The Dooars Branch of ITA, a Planter' Association was established in late 1870s to serve the interests of the Tea Management. Over the years , the Association , apart from its advisory services to member estates, has been associated with philanthropic work amongst communities residing around member Tea estates. The DBITA, as popularly known , has associated itself in community development, addressing human emergencies arising out of natural disasters such as floods , as well as augment infrastructure in public Schools , Colleges , hospitals . In more recent times one of the most outstanding work of the DBITA was to construct more than 100 homes in the flood affected region of Eastern Dooars in 1993.

Since 1991 DBITA , by funding construction of Class rooms in Schools and Colleges, has served the cause of strengthening educational facilities in villages . This gesture of the planters received appreciation from the people and from the District Administration of Jalpaiguri and Alipurduar. The DBITA now continues to focus on CSR activities by equipping educational Institutions with Computers, undertaking programmes for protection of the cultural heritage of the people of Bengal and life skill interventions to promote employment opportunities.



Initiatives to Improve Quality of Life of Tea Garden Communities.....

ITA strongly believes that working in partnership with external experts and reputed agencies exponentially increases the value and substance of its work and community based interventions. As such ITA constantly looks out for meaningful collaborations and over the years has successfully partnered with a host of reputed organisations.



ITA with UNICEF, Assam

The challenges faced by the Industry since its inception and in the present times can only be effectively addressed by engaging with the government as well as reputed National and international organisations to reduce Economic and Social Challenges both in the long and short run .

The following interventions would be crucial for long term sustainability of the industry :

- Engaging government to modernize the regulatory framework including wages and benefits system and increase provision of government services and schemes to estate communities
- Product innovation and growing consumer demand
- Improving pricing mechanisms to reflect quality and sustainability performance
- Community development, including improving education, healthcare and access to welfare, facilitating access to government schemes and ensuring safe migration
- Developing and implementing climate change

adaptation plans, including development of appropriate clones, increased irrigation and soil improvement measures

- Improving human and natural resource management
- Increasing research and adoption of alternative approaches to current agrochemical management practices
- Building the capacity of smallholders on good agricultural and pest management practices and improving integration with the rest of the industry
- Collaborating with successful programmes from other regions and sectors

Early Days 2003-2006

The partnership with UNICEF was for a period of 3 years between 2003 to 2006 when the Education programme and the Creche Development program was undertaken in partnership with UNICEF Kolkata. Head teachers of Tea garden schools were trained to teach Lower Primary Tea garden school students under the Joyful Learning Programme. A total of 106 schools were covered in Dibrugarh and Tinsukia districts in the ITA gardens.

The Creche Development and Nutrition Programme (CDN) was simultaneously started in the ITA gardens where beautification of tea garden Creches as well as programme on cognitive development of the child

were initiated. The UNICEF and ABITA worked with the integrated child development programme of the Govt. of India to organise training of crèche attendants of tea Gardens at NIPCID Guwahati as well as with the ICDS centre at Dibrugarh. Around 100 crèche attendants were trained to teach cognitive development oriented play methods for 2 to 6 years children attending workplace crèches in tea gardens.

Developing a suitable menu for the crèches was also undertaken. Trials at Chabua and Hollongabi tea estates were conducted to substitute cost effective diet for children .

The year 2006 was an exploratory year for the partnership. The UNICEF Guwahati office took over the responsibility of continuing the programme in Tea estates of the ITA.

Modified Creche



What do we aim to change through this programme?

Addressing child vulnerability, preventing child marriage, child trafficking, child labour, and all forms of abuse on children and adolescents.

Bringing about the required behavioral changes in the community, e.g., uses of toilet and maintaining hygiene, salt intake, breastfeeding and food habits.

Improving health and nutrition status of women and children

Strengthening capacity and ownership of key stakeholders for effective delivery of services from the tea garden management.

How do we work?



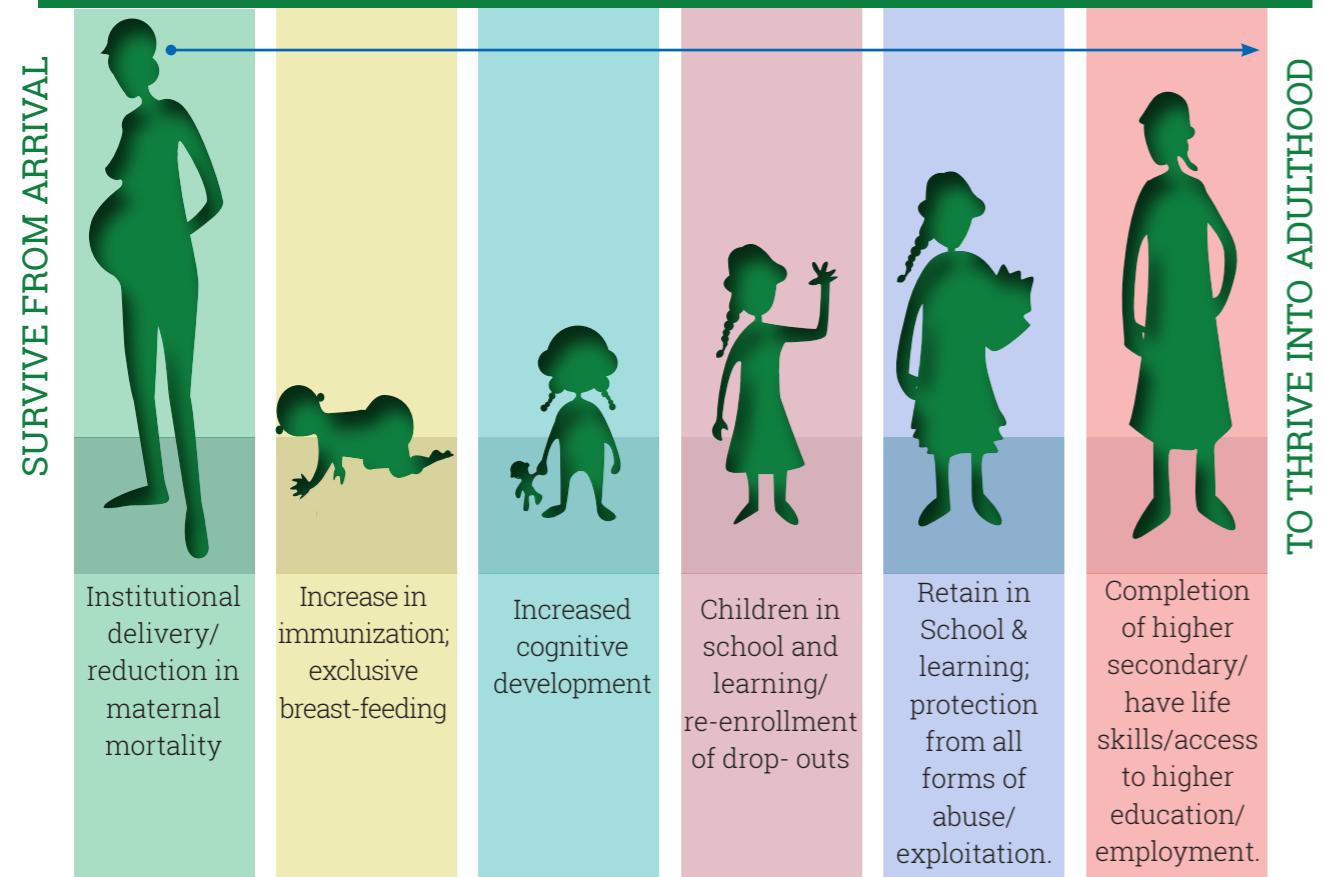
Key Areas of Achievements

- More than 25000 adolescent girls from 116 estates are members
- Prevention of child marriages and child abuse
- More tea garden girls into higher education – even to international universities.
- Continuous advocacy has led to reduction in imr &mmr, better health parameters in tea estates with reduction in salt intake.
- IFA supplementation programme and kitchen gardens in tea estates and promotion of nutrition shops have led to improved nutrition status.
- Push towards safe sanitation under wash programme. 37 estates declared ODF.
- Reduction in anemia levels amongst adolescent girls
- Sharp rise in hospital deliveries both at garden and other institutions from base 2005 (38%) to 89% (2017).

Advocacy & Results on Improvement in Quality of Life of Workers

- Continuous persuasion and behavioural change Communication has led to Opening of Bank accounts of workers in Public sector banks.
- Digitalized payments of wages and other monetary benefits have commenced in Tea Estates. Influence of money lenders in many estates have been curbed.
- Better health has led to Improvement in worker productivity, reduction of absenteeism.
- Anti – alcohol drive and rise in school attendance has been noticed.

KEY RESULTS ACHIEVED: LIFE CYCLE APPROACH



Health Status – 2014 -17 - Adolescent Girls in ITA Gardens In Upper Assam - A Report Comparison of Baseline and Endline of 63 Tea Gardens of Upper Assam

SL.NO	AWARENESS ABOUT	KNOWLEDGE	
		BASELINE REPORT	ENDLINE REPORT
01	Personal Hygiene, Menstrual Hygiene	34.50%	76.80%
02	Healthy Cooking Eating Habit	22.00%	76.70%
03	Locally Available Nutritious Food	24.70%	77.10%
04	Safe Drinking Water and Sanitation	27.40%	77.30%
05	Nutrient Deficiency Disorders and Its Prevention	11.70%	74.90%
06	Avoiding Drugs/Alcohol Abuse	20.30%	70.10%
07	Legal Age For Marriage for Boys	56.60%	77.80%
08	Legal Age For Marriage for Girls	74%	87.50%
09	Contraceptive Methods TO Avoid Pregnancy	11%	32.00%

PRACTICES			
01	Practicing Open Defecation	12.90%	3.40%
02	Owned Toilet	83%	90%
03	Water Filtration	7%	18.00%
04	Use Of Sanitary Pads	25.60%	64.70%
05	Use Of Extra Salt	56%	39%
06	History Of Regular IFA Consumption	31%	54%
07	History Of Dewarming	16.80%	23.80%
OUTCOME			
01	Mean Height (cm)	146.7	147.7
02	Mean Weight (K.g)	39.1	39.9
03	Mean Hb (gm/dl)	9.17	10
ANEMIA			
A	Severe Anemia	20.8	8
B	Moderate Anemia	46	36.3
C	Mild Anemia	29	32.7
D	Normal	1.4	22

A Snapshot of ABITA - UNICEF Partnership 2003 - 2017

SL. NO.	PROGRAMME/PROJECT TITLE	YEAR
1	Joyful Learning Programme	2001 - 03
2	Crèche Attendant Training Programme	2003 - 05
3	Development of Child Rights Module	2004
4	Safe Motherhood Programme	2004
5	Module Development of Mothers Club	2004
6	Strategies for Child Protection in Tea Gardens of Dibrugarh	2005 - 06
7	Child Protection Program - Child Participation in Change	2007 onwards
8	Child Protection & Nutrition Convergent Programme	2014
9	Child Protection & Nutrition Convergent Programme (through MCH Cell, AMCH)	2015-17
10	WASH , Young Child Survival	2007 - 17 & contd.
12	Young Child Survival Programme	2008 - 11
14	Swachh Cha Bagan Programme	2015 - 18

ABITA - UNICEF Programs on Child Rights, Child Protection, Health, Nutrition, WASH, Education, Sports and Women's Empowerment in Tea Estates



Tales of adolescents from Tea Gardens who would change communities

Child Marriage

"I will not marry before the age of eighteen" was 17 year old Maloti Tassa resolve. Maloti joined the Greenwood Tea Estates's Adolescent Girls Club in 2008 as a member and gradually she learned about protection concerns such as ill effect of early marriage, child labour, trafficking etc.

In 2015 Maloti was chosen as a club leader of "Puhaar" adolescent girls club of Greenwood tea estate and simultaneously also passed her H.S.L.C. exam. After that a boy entered her life with a proposal for marriage and her parents pressurised her to finalise marriage with the boy. The boy also exerted considerable pressure on Maloti to marry him. Maloti then picked up courage to openly discuss the issue in details with her parents and told them about her expectation and her feelings. She also told her parents that she wished to become a self dependent girl after completing her studies.

Finally she was able to convince her parents as well as the boy. Today Maloti looks forward to a rewarding independent career.



School Enrolment - Education

16 years old Sunoti Munda of Duliabam Tea Estate dropped out from of Class IX in the year 2018 due to the poor economic condition of her family. In addition her father consumed illicit liquor at night which caused violence at home and created a stressful environment during her study time.

As a member of Jeuti Adolescent Girls Club of Dulibam Tea Estate, Sunoti has been regularly attending the weekly meeting sessions held with the adolescent girls.

In December 2018 during a weekly meeting session, she expressed her wish to continue her study but lamented that her parents could not afford her proposed study expenses and that they also ignored her interest in education. The AGC members took a decision to visit her home and negotiate with her parents to allow her to continue her studies. During the visit the AGC members also took up the issue of the consumption of alcohol by her father and the impact it had on the environment in the house. Finally the AGC members convinced her parents and enrolled Sunoti Munda in School at IX standard. She is now happily completing her studies.

Adolescent Empowerment through Sports

Ms Binita Tanti, an adolescent girl of Rupai Tea Estate, actively participates in all the Child Protection activities of SM aRITI Adolescent Girls Club of Rupai Tea Estate. Binita attended a 12 day long football workshop organized at Rupai Tea Estate from 6th June, 2016 to June, 2017 after which she developed her athletic attitude and prepared herself as a short distance runner. ABITA, with UNICEF observed Children's Day at Tinsukia District Sports Association (TDSA) Stadium on 14th November, 2017 where more than 300 adolescent girls from 43 tea estates of TInsukia District participated.

Binita participated as a competitor of 100 meter and 200 meter races. She won the first prize in both the events and was selected best player of the Day.

Binita later recollected, "We learnt many things from the adolescent girls club and the football workshop. The knowledge which we received from Life Skills Training is helping us immensely in our day to day life. I was also invited from L.F.C. Team of Arunachal Pradesh to participate in a football match." Binita looks forward to emulate the great Hima Das from Assam!

School Re- Enrolment and Determination

"I wish to continue my study" said a 18 years old adolescent girl Bindiya Tontobai of Hapjan Tea Estate in the AGC weekly meeting. She had dropped out from school in 2015 while in the 10th standard due to financial problems. In 2015 the adolescent girls group was formed in Hapjan Tea Estate under ABITA-UNICEF Child Protection Program and Bindiya joined the AGC during the month of March, 2015.

After joining, she discussed her issues in the weekly meeting session and asked for help to convince her parents regarding funding her higher studies. Thereafter

the AGC members along with ABITA-UNICEF Project staff visited her home and convinced the parents. Most satisfactorily, Bindiya re-enrolled in a school in the 10th standard and passed the HSLC exam in 2017.

At present she is studying in H.S 1st year and is also an active leader of Hapjan Adolescent Girls Group and says, "I wish to teach others to study more".



Behavioral Change Practices

Ms Puja Tanti of Betjan Tea Estate is a regular member of Shristri Adolescent Girls' Club of Betjan Tea Estate. She always attends the weekly meetings and participates in the discussions.

The club regularly holds discussions on protective environment, health & hygiene, various diseases like JE, Malaria, water borne disease etc.

Puja says, "I now have knowledge on Japanese Encephalitis, its causes & symptoms and how we can prevent it as this was discussed in the AGC meetings. I was informed that we should not consider farming of Pigs near home and we should use mosquito nets while sleeping at night. "Good hygiene practices is most important to save our life".

Puja managed to convince her father about health & hygiene by telling her parents about the dangers of Japanese Encephalitis and how to prevent the same. The Community Mobilizer and also a group of adolescent girls visited their house and discussed the matter with her parents too lending support to Puja. As Pujas' parents began to understand the fallout of unhygienic behaviour and they sold the pig and cleaned the house properly.

Today Puja and her family maintain cleanliness, use mosquito nets and clean hands with soap after defecation and before taking food.



Towards Nutrition and Health – An Example To Emulate.

Rupanjali Boraik, a 15 years old adolescent from DIKOM TEA ESTATE, studying in class IX at Rupkonwar Collegiate Jatiya Vidyalaya.

Rupanjali was never healthy. She would feel less energetic to do her studies and would frequently drop her classes. Her parents were worried.

In 2016 , she joined the 'Pragati Adolescent Girls' Club' and became a regular member. She interacted with the

ABITA – UNICEF team and sought help for her falling health. She felt the club a safe space for herself and was able to talk openly with other members. Apart from other important sessions in the club she got to know about nutrition of health in the club like importance of haemoglobin, low cost nutritious food, menstrual hygiene, usage of sanitary pads etc. After some months she got her first training on nutrition sponsored by ABITA – UNICEF, which cleared her mind against the age old practices on food habits and menstrual hygiene.

Rupanjali states, "before I was very thin and could not even do my regular tasks properly as I was feeling very tired. But when I joined the club I got valuable information which helped me to change my life in a drastic way. Firstly, I conveyed all these information to my family but initially they were not willing to accept these new ideas but on constant persuasion they also changed themselves. My father allowed me to start a kitchen garden, brought me seeds to sow and reap healthy vegetables. My mother had only made me use cotton cloth during my

periods but after my conversation with her she bought me sanitary pads at high market prices. Right now 'SANGINEE' helps us with low cost pads. In addition my father brings all the nutritious food items from our garden health food shop at lower cost than market. I am

Kitchen Garden And Community Nutrition

The vegetables produced from this kitchen garden was shared among the adolescent girls group members for consumption at their home and the surplus was distributed among the pregnant and lactating women during Village Health and Nutrition day .

Adolescent girl's group's members are proud to have their individual kitchen gardens and they said "we are getting nutritious food from our home kitchen garden which is a big advantage for our nutritious diets.

very much thankful to the ABITA – UNICEF for their immense support and help for me, my family and our community people."

Rupanjali now continues with her higher studies and also has become the peer educator in the club busy delivering knowledge and guidance to other community people.. She also wants to be a martial art player in the future.



Halmari Girls of the Rashmi Adolescent Club



SANGINEE , the Menstrual hygiene promotional group amongst Tea garden women in Dikom t.E. have spread use of the napkin to 100% of the adolescent girls. This is a commendable achievement in a span of less than 6 months. A robust marketing campaign is being organised by the club with the help of the Management.



Community Participation on Sanitary Napkin Use

Story Of Pinky Karmakar - Recognition

A proud daughter of a tea plucker and a painter represented India at a Torch Rally in the London Olympics in 2012. She hails from Barbaruah Tea Estate in Upper Assam and is now a crèche worker and a community mobilizer. She was selected by UNICEF from her high school amongst stiff competition from many other States in India. She thanks the ABITA Adolescent Girls Club for her golden opportunity.

"I never thought I would ever get an opportunity to visit London, and feel proud that my work has been recognized. I have been told that only exceptional achievers get the opportunity to participate in the Olympic Torch Relay, and I am extremely honored and humbled by this opportunity to represent my country" says Pinky.



SOME INTERESTING QUOTES FROM BENEFICIARIES

Child Marriage

"My parents were forcing me to get married while I was 17 year old. I joined the ABITA-UNICEF Adolescent girls group and went to their meetings. I then told my parents about the ill effect of child marriage which I learned from the weekly meeting sessions. They fortunately understood and allowed me to continue my study". Now I am studying in BA 5th semester. I have a dream to become a teacher".

Sarojini of Rungagora T.E.



CHANGE OF LIFE

"Now my menstrual cycle is become regular after changing of my food habits. Green vegetables are used regularly in food at our home. The Adolescent Girls Group weekly meeting helped me to understand the issues of nutrition" said Anita Nag, a 17 years old girl of Chubwa Tea Estate. Anita resides with her parents in Doom Line of Chubwa Tea Estate.

Anita told that earlier her menstrual cycle was irregular and she felt tired during periods for which she did not like to go to school and caused absence in school. She and her parents did not know its actual reason and they thought that this was a normal case.

When she joined in Adolescent Girls Club of Chubwa Tea Estate, she attended the weekly meetings regularly. She told that she was surprised to know from the meeting that her irregularity of menstruation and tiredness is a major issue of health which relates to nutrition.

She told that she got the knowledge from the weekly meetings and different trainings on kitchen garden and its importance, benefits of IFA, how to cook food without losing iron intact, how to manage herself clean during menstruation, Anemia its causes, symptoms and prevention methods etc.

Business Case – improvement in productivity, reduction in absenteeism, improving health & hygiene to reduce medical cost in the long run and empower them to take right decisions on issues of marriage, education, domestic violence and sexual harassment.

ASIAN UNIVERSITY FOR WOMEN

A Special Moment of Pride - Story of Sonali Kerketta, Bandona Pator, Pallavi Daspanika from DIKOM and HAPJAN T.E.

These three young women from the tea community come from conservative garden background. Their aspiration to break the shackles of marriage, early motherhood and other societal barriers bore fruit as they were selected for higher studies in liberal arts by the Asian University for Women Chittagong in Bangladesh. The ITA facilitated the whole process of interaction with parents and the university, holding written examination and selection.

The university offers scholarship to young talented girls from marginalized communities to guide them on a career path of their choice. This is the first time Assam Tea Estate Girls have qualified to study in a foreign University. This program is fully sponsored by the University, through its foreign donor programme, and hence the girls are privileged to get absolutely free education upto graduation level. The reports from the university are very encouraging as the girls are doing well in studies as well as extra – curricular activities. They have received support from the Govt. of Assam, Tea Management as well as from ABITA. All the girls were members of the Adolescent Girls clubs under the ABITA- UNICEF program in their estates.



ITA with ZORG VAN DE ZAAK FOUNDATION

Objective of the Project

- Improving Menstrual Hygiene in Tea Gardens
- Promote personal hygiene among women
- Promote Reproductive Sexual Health
- Healthy workforce
- 100% School attendance among girls during menstruation
- Production and sale of Sanitary Napkins at low cost through Adol. Girls Groups

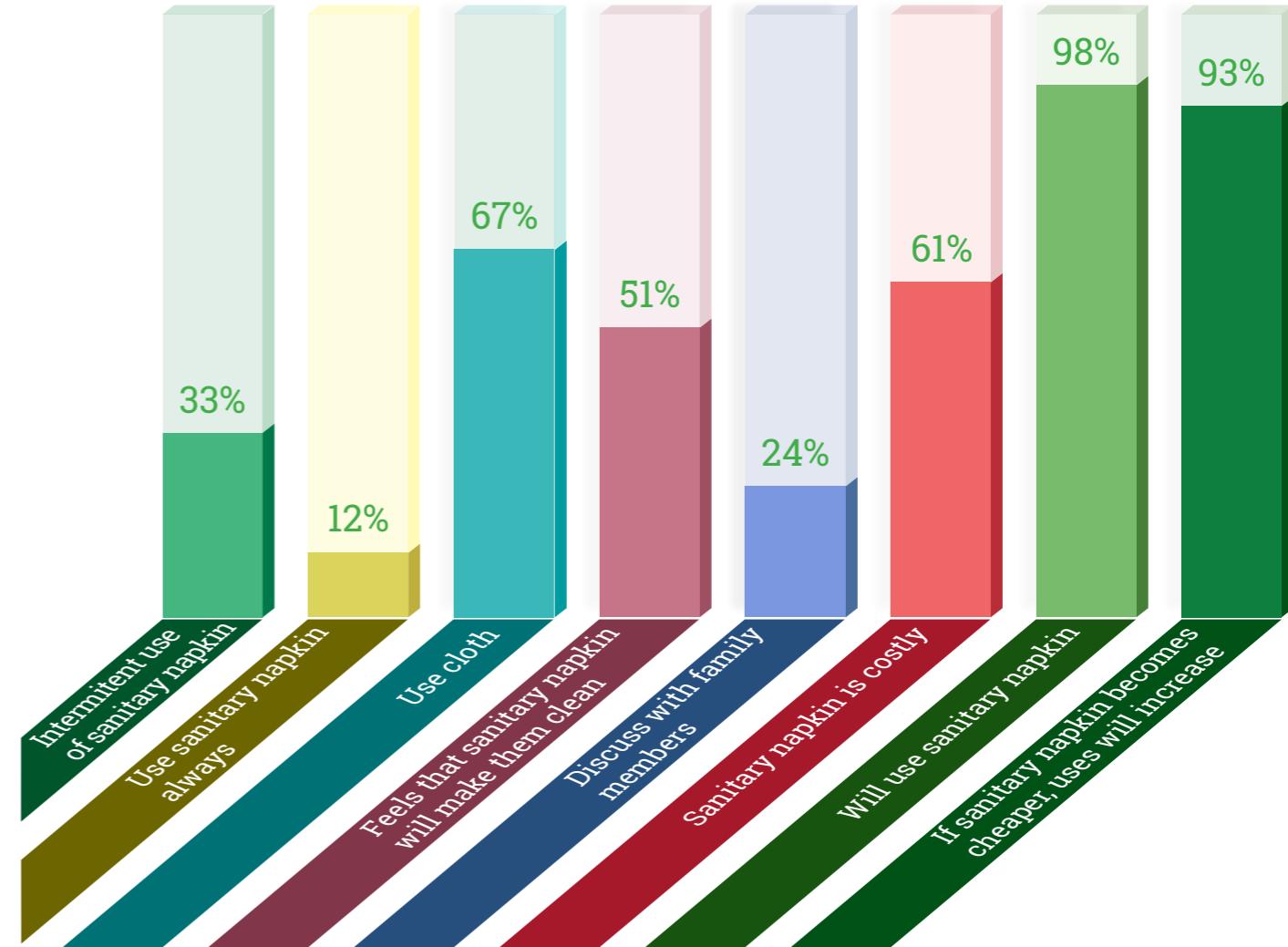
Strategy for Sustainable Change

- Community Awareness Campaign
- Develop change agent among the adolescent girls group members
- Regular home visit by Mothers club members and Adolescent girls group members
- Organize camps for sale of product
- Group discussion
- Regular Monitoring of each unit



Training sessions for ladies under the menstrual hygiene program of ITA

Baseline Survey Findings



Training sessions for ladies under the menstrual hygiene program of ITA

CHAI Project with ITA 2007 - 14

The ITA along with Mercy Corps, USA initiated a program for Community Health on Advancement Initiatives (CHAI) in 2007 at Dibrugarh which continued upto 2014. The program objective was to promote viable micro and small enterprise for income generations amongst unemployed youth. An education retention

program through offerings of scholarships was also initiated by CHAI. The project covered 36 villages, 8 Tea Gardens with a population of approximately 52,000.

Young persons benefitted from a number of skill development programs such as poultry keeping, bicycle repairs, beautician courses and other business development trainings. This project was a community mobilization program and was a great success amongst marginalised communities in Assam.



ITA with ETP

The Ethical Tea Partnership London and the ITA have collaborated in promoting Sanitation in select Tea gardens in 2008- 09 . In recent times a memorandum of understanding has been reached in January 2017 to promote the four pillars on sustainability which are as follows

- To promote profitable businesses in the 21st. Century
- To have a healthy and Motivated workforce
- To have Improved lives and livelihoods for workers and their families
- To promote an environment which supports sustainable Tea Production.
- The engagement with ETP is in progress in our journey to have a sustainable Tea Industry by 2025.



ITA Tea Board of India

Partnership with Tea Board of India

Tea Board of India has been continuously assisting the ITA in developing Human Resources in the Tea Gardens with a view to build capacities of executives to deal with challenges which confront them in dealing with their administrative challenges . The Executive Development Programmes were held with the support of the Zones and Branches of the ITA in Assam and Bengal, conducted by Indian Institute of Plantation

Management (IIPM) Bangalore , CII Bangalore, Resources Solution & Management Kolkata among others.

Tea workers and supervisory staff were also trained by Professional bodies who were engaged by the Tea Board of India.

A Snapshot of the Training programs conducted would serve as a useful reference

WORKERS AND SUPERVISORS				
Topic of Training	Year	Participants	Numbers of Trainings conducted	Institution
Supervisory Development Program	2004	Worker Supervisors		National Productivity Council (NPC) Kolkata
Garden unit Trade union members	2004	Garden Unit President and Secretaries	5	Centre for Personal Transformation, Kolkata
Hospital and Material Management	2004	Tea Estate Hospital and Stores staff	5	Resources Solutions Kolkata
Development Program for GardenTrade Union members	2004	Garden Unit members of Trade Union	4	NPC Kolkata
Productivity and you	2006	Worker Supervisors and Trade Union members	4	RSM , Kolkata
Tea Garden Worker Development Program	2008	Pluckers , Factory workers	5	RSM, Kolkata

Topic of Training	Year	Participants	Numbers of Trainings conducted	Institution
Swasth Karmi Swasth Bagan	2009	Women workers, peer leaders and young workers	5	RSM Kolkata
HACCP Sensitization	2004	Tea executives	6	CII Kolkata
Putting People First	2005	Tea Executives	6	RSM kolkata
Team Building and Conflict Management	2005	Tea Executives	5	RSM, Kokata
Team Building and Conflict Management	2006	Tea Executives	5	RSM kolkata
Management Development Program	2006	Managers	4	CII, Kolkata
Decision making and Anticipating	2007	Tea Executives	6	RSM, Kolkata
WTO and HR issues	2007	Tea Executives	3	IIPM bangalore
Corporate Reach Out Programme on Effective tools for Estate Administration	2008	Tea Executives	5	IIPM Bangalore
HRD and IR	2008	Tea Executives	5	IIPM Bangalore ISO 22000 Food safety Management
ISO 22000 Food safety Management	2008	Tea Executives	5	CII , Kolkata

In Assam the Tea Board of India and ITA embarked on a partnership in 2011 and 2013 to construct toilets.

Objectives

1. Bring about an improvement in the general quality of life in the Tea estates.
2. Accelerate sanitation coverage in Tea estates
3. Generate felt demand for sanitation facilities through awareness creation and health education.
4. Cover schools/ in Tea estates with sanitation facilities and promote hygiene education and sanitary habits among students.
5. Encourage cost effective and appropriate technologies in sanitation.
6. Eliminate open defecation to minimize risk of contamination of drinking water sources and food.
7. Convert dry latrines to pour flush latrines, and eliminate manual scavenging practice, wherever in existence in Tea Estates.

Strategy Adopted

1. To Train the Trainers and build their capacities on rural sanitation.
2. To Build up the capacities of the masons of Tea gardens to undertake construction work of Low Cost UNICEF type toilets.
3. To undertake extensive IEC activities with all segments of Tea Communities.
4. To Convert non-sanitary toilets to sanitary ones keeping in mind the notification of the Govt. of Assam to construct UNICEF type toilets in Tea Gardens.
5. To Conduct awareness campaign on Health and sanitation amongst School Children in Tea Gardens.
6. To facilitate replication of the Low cost sanitary toilets.



ITA with Tea Board of India to Promote Sanitation in Tea Gardens

First Phase – 2011-2013

The Indian Tea association has been a steady campaigner for improved sanitary practices amongst Tea worker families in its member Gardens in Assam and Dooars .

In the Dooars in West Bengal the Department of Panchayats and

Rural Development of the Govt. of West Bengal have extended the sanitary toilet construction programme to Tea estates and have achieved satisfactory coverage of households between the years 2011 to 2013. Presently, the Panchayat and Rural Development Department has already initiated steps in North Bengal to incentivise the Toilet Construction Programme in Dooars and Darjeeling .

ITA & Tea Board of India on Swaach Bharat Campaign in Tea Gardens of Assam



Modern sanitary toilets

The ITA and the Tea Board through a Memorandum of Understanding launched a vigorous campaign to promote healthy Sanitary practices by disseminating information on Water use , Sanitation and Hygiene (WASH) by widely circulating banners for display amongst communities.

The Tea Board of India in an effort to promote construction of toilets in tea gardens of Assam advocated Masons' training for Tea gardens to create awareness on Construction of UNICEF type toilets as mandated under Plantation Labour Rules .

The Coverage under the initiative of the ITA- Tea Board partnership in the Month of March 2018 was to 443 Estates by way of Key Message dissemination and to 82 Tea Garden venues to promote masons training and construction of Demonstration useable toilets .

Swacch Bharat Mission and the Tea Industry



ITA- ABITA sign a MOU with Director SBM, Guwahati

Indian Tea Association has been closely associated with the Swacch Bharat Mission (SBM) programme of the Govt. of India as well as the State Governments of Assam and Bengal . Tea Gardens located in the tea growing districts of Assam and Bengal have been implementing Government schemes under Swacch Bharat to attain an open defecation free status in conformity with the National Flagship programme to make India Clean. The National Programme envisions transforming rural Indian communities by advocating safe sanitation practices such as use of toilets and change of community behaviour to achieve better hygiene standards . Tea Estates under ITA have embraced the National Programme and have fully supported the transition of the resident population towards attaining open defecation free status. To give a boost to the SBM programme in Assam, the ITA - ABITA and the Mission Director SBM inked a Memorandum of understanding on 18th July 2019 to structure the programme for the estates.

Objectives of the Partnership (Reference MOU dated 18th. July 2019)

1. To develop open defecation free and clean tea estates.
2. To promote safe sanitation initiatives and a clean environment in tea estates
3. To share information on sanitary initiatives through available resources, including human resources, as well share related Information, education and communication (IEC) activities.
4. To have a convergent programme implementation plan (PIP)
5. To sustain the initiatives of a clean environment among tea garden communities, school children, Anganwadi centres, Creches' and labour lines .



ITA Support for Small Tea Growers.....

Small Tea Growers in India have steadily grown in numbers and presently contribute more than 47% of the total Tea Production in our Country. The challenge before the small farmer lies to produce leaf in conformity with internationally certified standards. The STGs consequently need to progress Plantation related activities towards adoption of ethical Standards at the farm level.

It was therefore concieved that a close integrated working relationship with the STGs would be immensely beneficial to both the ITA member estates purchasing leaf as well as the STGs themselves who could aspire for better remuneration for quality leaf produced in their farms .

Members Estates of the ITA in Assam and West Bengal source leaf from STGs to produce approx 69 million Kgs.

Broad Objectives of Co-operation

- a) To promote integration of the STGs with the bigger producers to enhance and secure ethical practices in green leaf outputs at the farm level of the STGs.
- b) To enhance knowledge in areas of Pest Management, soil related issues, use of Chemicals as well as matters relating to climate change and water Management.
- c) To encourage STGs to supply leaf directly to the bigger buyers rather than through the agents who normally do not have proper credentials
- d) Transporting of Leaf from Farms to buyers which is a major issue as quality often deteriorates at the delivery end .

of made tea accounting to almost 20% of tea produced.

In order to broad base and strengthen ethical compliance at the farm level the ITA had entered into four major agreements with the All Assam Small Tea Growers Association Tinsukia, Dibrugarh, The All Bodoland small Tea Growers Association in Mangaldai in Assam and the Jalpaiguri district small tea growers association in West Bengal.

What ITA aims to achieve

- Improved farm practices
- Improved labour practices
- Improved quality and quality assurance
- Improved traceability
- Improved environmental impact
- Better market access and better prices for green leaves produced

Implementing Partners:

Indian Tea Association and Solidaridad , Netherlands

The ITA and SOLIDARIDAD NETWORK ASIA , an International NGO of repute, decided to enter into a partnership to work together in the following broad areas

- To promote common interests of all persons concerned in the Tea Industry
- To work towards furtherance of Tea consumption in India and abroad.
- To facilitate the growth of SOLIDARIDAD NETWORK ASIA
- The Tea Industry
- To Undertake projects for the benefit of the Tea Workers .

ITA and Solidaridad are presently working on an ambitious program to promote good agricultural practices among small tea growers In Assam and Bengal .

Indian Tea Production :2017

Region	Production (million kg)
Assam	653.53
West Bengal	367.98
Total North India	1046.42
Tamil Nadu	164.70
Kerala	62.33
Karnataka	5.38
Total South India	232.41
All India	1278.83



Signing of the partnership agreement

The TRINITEA Programme

TRINITEA is tea producer's self-assessment digital tool tailor-made for smallholders in Indian tea industry that helps to assess on-farm sustainability and supports producers with good agricultural practices.. It seeks to provide targeted support to the tea smallholders with scarce resources across large geographical areas while gathering the necessary data to build program strategies and technical assistance models with maximum efficiency, for maximum impact.

Trinitea framework was created by the Indian tea industry professionals, Indian Tea Association (ITA) - the premier and the oldest organisation of tea producers

in India and tea smallholders associations with support from global sustainability organisation, Solidaridad. The Trinitea programme is being jointly implemented by Solidaridad and ITA and aims to transform the tea smallholder segment in India. The tea smallholders are emerging as the predominant tea segment in India and TRINITEA seeks to enhance the competitiveness of the Indian tea smallholders.

Why is TRINITEA Required ?

Small Tea Growers have steadily grown in numbers and presently contribute nearing almost 50 % of the total tea produced in India. They are now an integral part of the supply chains of tea estates and also leading tea packers. It is predicted that the share of the smallholders would further increase. However, this sector still lacks access to high quality services and sustainability support in order to meet multiple challenges including that of climate change induced falling production, reducing quality, poorer price realisation and poor access to markets. The tea consumers are also demanding higher level of sustainable practices and food safety compliance.

The Benefits of Trinitea

Comprehensive adherence to TRINITEA tool will lead to the following benefits:

- An innovative yet simple self-assessment system to improve tea production practices step by step at leading to enhanced quality and better yields
- Improved tea farm management and compliance with the safety standards
- More efficient use of chemicals and fertilizers and ability to address increasing consumer demands of food safety

In view of the foregoing, TRINITEA focuses on a continuous improvement model, which supports farmers over time in a meaningful way, rather than the snapshot, fixed audit model of certification protocols. Under Trinitea growers receive technical assistance, work plans, and ongoing support.

- Improved climate change adaptation for the smallholders
- Improved access to leaf buying factories in a transparent way
- Improved formation of smallholders collectives and associations
- Saves time and money, by removing the need to complete

- multiple assessments for multiple green leaf buyers as well as tea packing companies.
- Provides opportunity for extending tailor made extension support and input support from expert agencies to small tea growers
- Encourages the small growers to move up the value chain by comparing their own results against the achievements of the progressive farmers within India and the outside world
- Encourages adherence to national legislation and good compliance to voluntary private standards

What is unique about TRINITEA?

TRINITEA is distinctive and unique in several ways.

The salient ones are:

Self-assessment method: It has been designed to encourage smallholders to assess their level of preparedness on the tea production landscape.

Make in India: It is developed by Indian tea experts from research institutes, ITA tailor made for Indian smallholder tea farming conditions and Indian legal framework without compromising on globally accepted sustainability principles.

Launch of Trinitea

Kolkata 4th April 2019, at Taj Bengal

The launch of the TRINITEA tool coincides with rapid developments in technology that are bringing a lasting impact in the rural areas. Access to 4G internet services is conquering the countryside, while smartphones are becoming increasingly ubiquitous. Technology will continue to develop and spread at breakneck speed globally. Increasingly, satellite and IoT data

Traceability: Provides traceability of green leaf supplied by smallholders to the factory and beyond.

Ownership: The tool and its implementation would be governed by Indian tea industry stakeholders.

Inclusiveness: TRINITEA tool does not compete with either international multi-stakeholder standards or company suppliers codes. On the contrary, the sustainability tool is benchmarked against all major applicable standards. It has the power to provide tailor made digital information to the tea buyers on their smalltea growers preparedness for all major sustainability frameworks and beyond. It will lead to better decision making by the tea industry.

Cost: Being a self-assessment tool, the cost of external audit and administration of certification does not arise.



Chairman, ITA speaks in the inaugural session Secretary General, ITA addressing the gathering



Lighting of the Lamp – (left to right) Dr. S. Chattopadhyay, MD, Solidaridad Network; Ms. N. Palchoudhuri, Vice Chairperson, ITA; Mr. V. Goenka, Chairman, ITA; Mr. Jorean Douglas, Global Director, Solidaridad Network; Mr. P. K. Bezboruah, Chairman, Tea Board; Mr. D. P. Maheshwari, Add. Vice Chairman, ITA & Mr. A. Raha, Secretary General, ITA



Launching of Trinitea Logo – (left to right) Mr. S. Ghosh, Secretary (Sustainability), ITA; Ms. N. Palchoudhuri, Vice Chairperson, ITA; Mr. V. Goenka, Chairman, ITA; Mr. Jorean Douglas, Global Director, Solidaridad Network; Mr. P. K. Bezboruah, Chairman, Tea Board; Mr. A. Raha, Secretary General, ITA; Dr. S. Chattopadhyay, MD, Solidaridad Network & Dr. Manish Pande, Director & Head, PAD Division, Quality Council of India



ITA Sustainable Development Goals (SDGs).....

Looking at the SDG goals and reflecting on the journey of ITA over the years it is both interesting and exciting to note that the work that ITA has striven to do in all these years actually conforms closely to the globally endorsed 2030 agenda.

The Key issues on focus are.

1. To achieve remunerative prices for tea produced and generate surpluses for development and Investment for the betterment of the Industry
2. To improve lives and livelihoods, create opportunities for women and ensure good health of the workforce, to make it productive.
3. To provide quality education and opportunities for higher education to the children in tea gardens
4. To provide Clean water and improved Sanitation and encourage good sanitary practices
5. Strive for renewable and clean energy in the Industry.
6. To integrate the Small Tea Growers with the mainstream Industry to bring about good practices in Sustainable agriculture
7. To address issues emerging from changing climate in tea regions.



TEA ESTATES AND SUSTAINABLE DEVELOPMENT GOALS



The SDGs & The ITA

It is a journey where we are continuously learning from our failure and striving for constant improvement for the benefit of the children, families and communities residing in the tea plantations.

The Convergence – A Snapshot on SDGS, Industry Interventions and Current Status

1 NO POVERTY



The Tea Industry in Assam and Bengal employs and feeds more than 1.9 million workers and families in Assam and Bengal. Promotes indirect Livelihood of another 2.5 million persons

IMPLEMENTATION

2 ZERO HUNGER



Heavily subsidized Rations are provided to workers and dependants in Tea Gardens since 1950.

IMPLEMENTATION

The benefit is continuing un interrupted for more than 65 years now.

CURRENT STATUS



Mid-day meal for school children

3 GOOD HEALTH AND WELL-BEING



- Provision of Free medical facility to workers and dependants in Garden and outside Medical treatment. We cover maternity benefit, accident benefit for workers
- Free Housing facility with Sanitation and water supply.
- Support Improved Nutrition practices
- Support improved Health & Hygiene Initiatives
- Support Behavioral Change interventions to improve quality of Life
- Promote Womens' empowerment and opportunities for employment
- Support Child Rights and Child protection issues amongst Children and adolescents .

IMPLEMENTATION

- ITA has a robust Family Welfare Program in Estates in Assam and Bengal since 1950.
- ITA has partnered UNFPA, Tea Board of India to work on Health, Sanitation and Parasite control in Tea Gardens
- ITA gardens have achieved universal immunization coverage in Estates
- Improved Nutrition status for women and Girls has led to reduction in anaemia levels in Assam and Bengal.
- Safe Drinking water in Estates provided
- Work on Completion of Swaach Bharat schemes in Progress
- ITA-UNICEF programme in Assam on Child Rights and Protection, WASH , Health and Nutrition has changed community and Individual behaviour patterns, beliefs promoting scientific knowledge and practice.

CURRENT STATUS



4 QUALITY EDUCATION



Education in Tea garden schools upto primary level is free. Facilities for Higher Education, Sports and games is made available.

IMPLEMENTATION

CURRENT STATUS

- School Drop outs reduced
- More Girl Children in Schools
- High percentage of Tea worker Children opt for higher Studies and Skill development compared to 2005.

5 GENDER EQUALITY



Both Males and Females enjoy employment status on equal terms on wages and benefits

IMPLEMENTATION

CURRENT STATUS

More than 52% of workforce are females who earn their livelihoods . No gender discrimination



6 CLEAN WATER AND SANITATION



Clean water and sanitation is available in Tea Gardens under the provision of PLA

IMPLEMENTATION

CURRENT STATUS

Advocacy to make tea estates Open defecation free by Management has improved sanitation practices. Govt. of Assam and West Bengal are supporting Total Sanitation in Gardens through their State Schemes.

7 AFFORDABLE AND CLEAN ENERGY



ITA Gardens have taken up Pilot programs to provide clean energy to worker homes .

IMPLEMENTATION

CURRENT STATUS

Fuel efficient Stoves provided. Work on reducing Carbon footprints under progress.



8 GOOD JOBS AND ECONOMIC GROWTH



• ITA Companies and Estates Provide decent work place with Work safety rules and regulations to make it accident free.

• Industrial Relations with Workers and their Unions Cordial leading to steady production.

• Work with Small Tea Grower Association and ITA has commenced

IMPLEMENTATION

CURRENT STATUS

- Safety Rules in work place followed
- Ethical Manufacturing Practices followed

ITA -Solidaridad

10 REDUCED INEQUALITIES



All workers Male or Female get equal Wages . No Gender discrimination.
ITA implements the laws governing Employment in the Country.

IMPLEMENTATION

CURRENT STATUS

Males and Females enjoy equal Status and fringe benefits



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



ITA mounts delegations to boost Domestic Consumption and Exports.
ITA believes in producing Certified Teas for Consumers and encouraging members to produce ethically compliant teas.

IMPLEMENTATION

CURRENT STATUS

B2Y, and B2C campaigns done in India by ITA
Delegations are sent regularly to boost exports to both traditional and non- traditional world Markets.
ITA works with ETP, RA/UTZ and Trustea

13 CLIMATE ACTION



ITA drives the initiative on promoting Bio-diversity, afforestation and Conservation of Water. Member Estates comply with Pollution Board Norms

IMPLEMENTATION

CURRENT STATUS

ITA Plantations are already working towards protection Of Environment

15 LIFE ON LAND

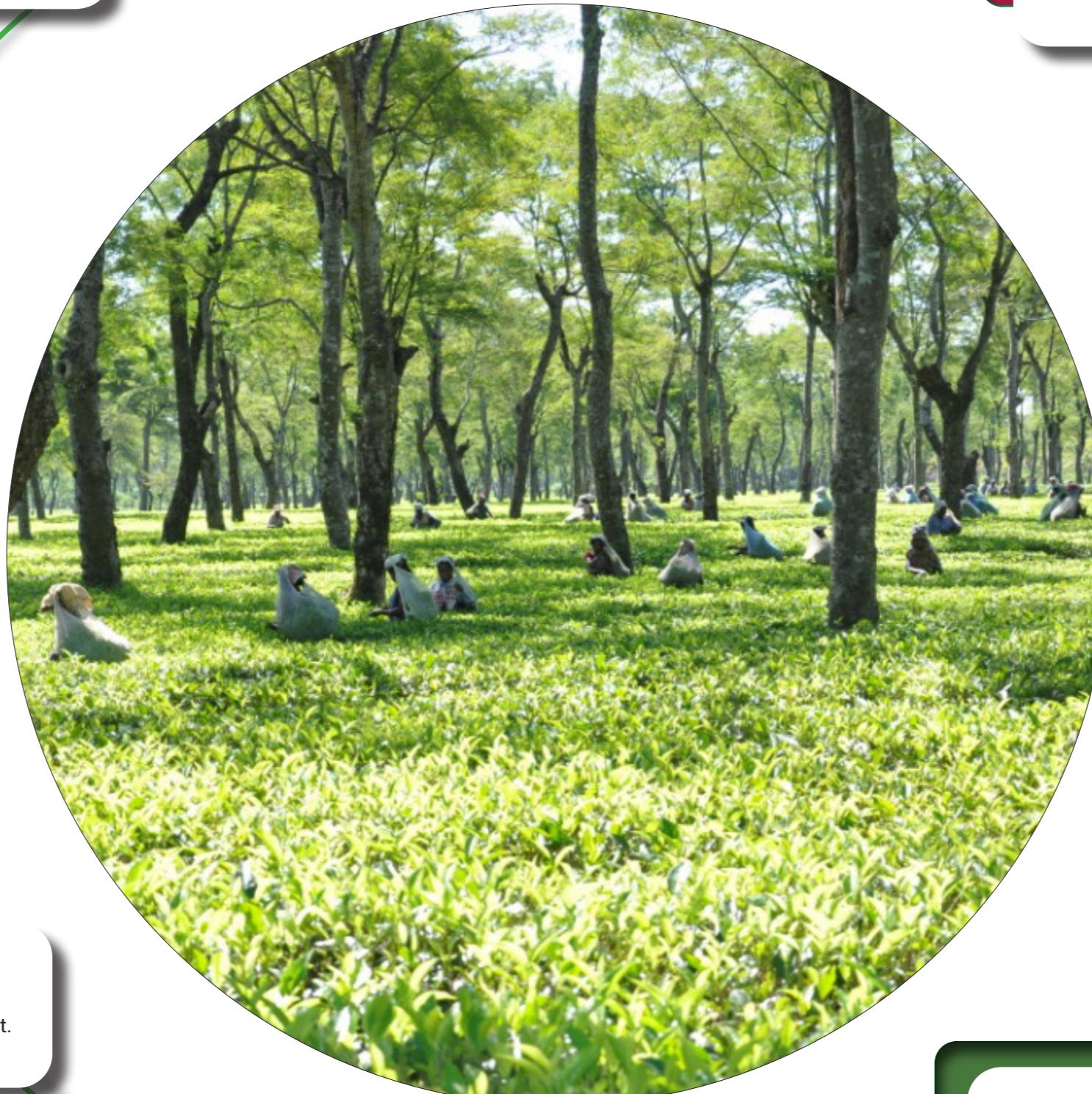


ITA endorses protection of Life on Land through Judicious Agro- Management ,Plant Protection Code and Field Studies to reduce Chemical load on Plants

IMPLEMENTATION

CURRENT STATUS

ITA Plantations would be guided by Tea Research Association studies and field experiments.



ITA supports

- Work on climate change
- Development of new clones

Sustains more than 24 lakh workers and families in Assam and Bengal

ITA supports and promotes

- Womens' empowerment.
- Job opportunities for women

ITA works towards

- Prevention of child abuse
- Harrasment of women in workplaces

ITA endorses child rights, child protection to tea communities and works towards stopping child trafficking

ITA believes in

- Fair price discovery for producers
- Meeting growing consumer needs
- Improving quality
- Sustainable agriculture

ITA gardens provide free education, promote higher education and skill development.

ITA gardens ensure

- Gender equality

ITA addresses consumer needs through generic promotion and exports

Provides subsidized rations to workers and their families resident in tea estates

ITA gardens pay wages fringe benefits and follow all legal provisions applicable to plantations

ITA promotes use of clean water in estates and is an active participant of Swachh Bharat campaign of Govt. Of India.

ITA members work extensively on CSR programs for non-tea communities



ITA Vision.....

1. ITA would be the driver of Corporate Social Responsibility of the entire Tea Industry administering various projects and Programmes to make a difference in the lives of people within and outside the Tea Estates.
2. The Industry would strive to have a fair price discovery mechanism where the producer covers cost of production and is in a position to generate surpluses for investment to promote growth and expansion of CSR activities .
3. The ITA would endeavour to boost Domestic Tea Consumption and promote exports for ensuring price stability and economic viability of the Industry.
4. The ITA would engage with all Stakeholders in the value chain to ensure a sustainable price for the producer.
5. The effort of the ITA would be to continue to adhere to Responsible Business Conduct in its operations with particular reference to food safety norms, protection of human rights, protection of the environment and the bio- diversity of the region.
6. The ITA , as part of its CSR initiatives, would continue to recognize the needs of communities who are marginalised and who reside in the vicinity of Tea Estates.
7. As small tea growers continue to grow at a rapid pace in the tea Industry it is necessary to integrate the growers into the mainstream . ITA would continue to pursue a well structured approach to build capacities of the small farmer in order for them to adhere to good agricultural practices to maintain quality standards in the supply chain.
8. The ITA envisions a happy, healthy, motivated and a productive work force to be a prime pillar in the Sustainability of the Tea Industry.



ITA Acknowledgements & References.....

- Indian Tea Association
- Assam Branch Indian Tea Association
- Dooars Branch Indian Tea Association
- UNICEF, Assam
- UNICEF, Country Office
- Ethical Tea Partnership
- Tea Board of India, Kolkata
- Director, ABITA, Gramin Krishi Unyanan Prokolpo, Guwahati
- Zorg Van De Zaak Foundation, Netherlands
- Solidaridad Network Asia, Netherlands
- Government of Assam, Website
- Department Panchayat and Rural Development, Government of West Bengal



ITA Annexure 1.....

Name of Member Companies (as on 1st June 2019)

1. Alipurduar Tea Company Ltd.	38. Bijoynagar Tea Co. Ltd.	72. Duars Union Tea Company Ltd.	113. Korangani Tea Company Pvt. Ltd.
2. Amalgamated Plantations Pvt. Ltd.	39. Binaguri Tea Company Pvt. Ltd.	73. Dukenhengra Tea (P) Ltd.	114. Krishnakali Tea Estate (Pvt.) Ltd.
3. Amarawati Tea Co. Ltd.	40. Bishmile Industry	74. EMMEL Infra Properties (India) Pvt. Ltd.	115. Kyong Tea Seed Company Ltd.
4. Amgoorie India Ltd.	41. Bisseswarlall Mannalall & Sons	75. Engo Tea Co. Ltd.	116. Lallacherra Tea Co Pvt. Ltd.
5. Amulguri Tea & Seed Estate	42. Borbheta Estate Pvt. Ltd.	76. Engo Trading & Tea Co. Pvt. Ltd.	117. Lallamookh Tea Co Pvt. Ltd.
6. Ananda Gopal Tea Co.(Darjeeling) Pvt. Ltd.	43. Cachar Native Joint Stock Co. Ltd.	77. Eximpo Tea Ltd.	118. Lankashi Tea & Seed Est (P) Ltd.
7. Anandabari Tea Co. (Private) Ltd.	44. Chakravarti Tea & Industries	78. Giddapahar Tea Estate	119. Ledo Tea Co. Ltd.
8. Andrew Yule & Co Ltd.	45. Chandmari Tea Co Pvt Ltd.	79. Gillanders Arbuthnot & Co Ltd.	120. Lengrai Tea Limited
9. Anjuman Tea Co. Ltd.	46. Chandypore Tea Estate	80. Giriraj Plantations Private Limited	121. Limbuguri Tea Estate Pvt. Ltd.
10. Apeejay Tea Limited	47. Cheviot Agro Industries Private Ltd.	81. Goenka Tea & Trading Co. Pvt. Ltd.	122. Longview Tea & Agro Ltd.
11. Aravali Vinimay Pvt. Ltd.	48. Choibari Tea & Indus Ltd.	82. Goodricke Group Ltd.	123. Lotus Projects Pvt. Ltd.
12. Arcutipore Tea Company Ltd.	49. Chow Aloung Agro Ltd.	83. Goombira Tea Co.Pvt.Ltd.	124. Luxmi Tea Company Private Ltd.
13. Arion Agencies Private Limited	50. Cinnatollah Tea Ltd.	84. Gopal Krishna Tea Co. Pvt.Ltd.	125. M K Jokai Agri Plantations Pvt. Ltd.
14. Arunachal Tea & Industries (Pvt.) Ltd.	51. Cossipore Tea Co. Pvt. Ltd.	85. H P Barua Tea Estates Pvt. Ltd.	126. M K Shah Exports Ltd.
15. Assam Company Ltd.	52. Civil Engineers Enterprises Pvt. Ltd.	86. Hasimara Industries Ltd.	127. Madhuting Tea Private Ltd.
16. Assam Tea Corporation Ltd.	53. Dalmia Tea Plantation & Industries Ltd.	87. Hollonghabi Tea Estate	128. Mahavir Viniyog Ltd.
17. Atal Tea Co.(1943) Ltd.	54. Dalmore Tea Estate Pvt.Ltd.	88. Huldihari Industries & Plantation Co. Ltd.	129. Makaibari Tea & Trading Company Private Ltd.
18. Atiabari Tea Company Ltd.	55. Dalsingpara Tea Estate (Pvt.) Ltd.	89. Indong Tea Co.Pvt.Ltd.	130. Malhati Tea & Industries Ltd.
19. B Gupta (Tea) Pvt Ltd.	56. Darjeeling Dooars Plantations (TEA) Ltd.	90. Jalannagar Development Pvt. Ltd	131. Malnady Tea Estate Pvt. Ltd.
20. Babu & Co.	57. Darjeeling Tea & Chinchona Association Ltd.	91. Jalpaiguri Duars Tea Co.Ltd.	132. Manabarie Tea Co Ltd
21. Badulipar Ltd.	58. Darshanlal Anand Prakash & Sons Pvt. Ltd.	92. James Warren Tea Limited (JWTL)	133. Marangi Pvt. Ltd.
22. Baghmari Tea Co. Ltd.	59. Darshanlal Jagdishparshad Pvt. Ltd.	93. Jatinga Tea Limited	134. Maud Tea & Seed Co Ltd
23. Bajrangpur Tea Co. Pvt. Ltd.	60. Debpara Tea Company Ltd.	94. Jay Shree Tea & Industries Limited	135. Mazbat Tea Estate Ltd.
24. Banamalie Tea Estate	61. Deonar Tea Plantation Pvt. Ltd.	95. Jogmaya Tea Estate Pvt. Ltd.	136. McLeod Russel India Ltd.
25. Basantipur Tea Company Private Ltd.	62. Dhelakhat Tea Co Ltd.	96. Joonktollee Tea & Industries Ltd.	137. Merico Tea Estate Ltd.
26. Basu Tea Private Ltd.	63. Dhundai Tea & Industries Pvt. Ltd.	97. Jute and Stores Limited	138. Mohurgong & Gulma Tea Estates
27. Bateli Tea Co. Ltd.	64. Dholai Tea Company Pvt. Ltd.	98. Jyoti Holdings Pvt Ltd.	139. Namburnadi Tea Company Ltd.
28. Bazaloni Group Ltd.	65. Dhullie Tea Plantations Private Ltd.	99. K P C Plantations & Agro Products Pvt. Ltd.	140. Narayani Tea Co.Private Ltd.
29. Beheating Tea Estate	66. Dhunseri Tea & Industries Ltd.	100. Kadambini Tea Co. Ltd.	141. Narsingore Tea Co Pvt Ltd
30. Belgachi Tea Company Ltd.	67. Diana Tea Company Ltd.	101. Kalyani Tea Co Ltd.	142. Nepuchapur Tea Company Ltd.
31. Bengal Tea & Fabrics Ltd.	68. DLX Ltd.	102. Kamala Tea Company Ltd.	143. New Chumta Tea Company Ltd.
32. Bhagatpur Tea Company Ltd.	69. Doloo Tea Company (I) Ltd.	103. Kamalpur Tea Company	144. New Darjeeling Union Tea Co Ltd
33. Bhagirathi Greenfield Real Estate Ltd.	70. Dooars Plantation & Industries Ltd.	104. Kamini Tea Co (P) Ltd.	145. Nischintapur Tea Company Ltd
34. Bhatkawa Tea Industries Ltd.	71. Doyapore Tea & Industries Pvt. Ltd.	105. Kanco Tea & Industries Limited	146. Northern Evangelical Lutheran Church
35. Bhauram Jodhraj		106. Kanoi Estates Pvt. Ltd.	147. Nuddea Plantations Ltd.
36. Bhojnarin Tea Co. Ltd.		107. Kanoria International	148. Nuxalbari Tea Compnay (Pvt.) Ltd.
37. Bhuwalka Trading & Tea Co. P. Ltd.		108. Karunamoyee Agro Processing Pvt. Ltd.	149. Nya Sylee Tea Estate (P) Ltd.

156. Pulsar Commerce Pvt. Limited
 157. Quality Tea Plantations Pvt. Ltd.
 158. Quality Tea Producing Co.Pvt.Ltd.
 159. Radharani Tea Company Private Ltd.
 160. Rahimia Lands & Tea Co Pvt Ltd
 161. Rajahbhat Tea Company Ltd.
 162. Rheabari Tea Company Private Limited
 163. Rossell Tea
 164. Rungajaun Tea & Plantation Ind Pvt Ltd.
 165. Rungamattee Tea & Industries Ltd.
 166. Rydak Syndicate Ltd.
 167. S S K Exports Ltd.
 168. Salonah Tea Private Limited
 169. Sannyasithan Tea Co. Pvt. Ltd.
 170. Sapoi Tea Co. Ltd.
 171. Shantipara Tea Company Ltd.
 172. Shikarpur and Bhandapur Tea Estate Ltd.
 173. Shivdham Industries (P) Ltd.
 174. Shri Ram Tea Co. Pvt. Ltd.
 175. Silonibari Tea Co. Ltd.
 176. Simulbarie Tea Co. Pvt. Ltd.
 177. Singhia Jhora Tea Co. Pvt. Ltd.
 178. Singrimari Tea Estate Private Limited
 179. Sombaria Company Limited
 180. Sona Tea Limited
 181. Sonabheel Tea Ltd
 182. Soongachi Tea Industries Pvt Ltd
 183. South Cachar Tea Co. (P) Ltd
 184. SPBP Tea (India) Ltd.
 185. SPBP Tea Plantation Ltd
 186. Sree Krishna Tea Co.Pvt.Ltd.
 187. Sri Toorsa Plantation Pvt. Ltd.
 188. Stanmore Estates Private Limited
 189. Stewart Holl (India) Ltd.

190. Tarajan Tea Co (P) Ltd
 191. Tasati Tea Limited
 192. Tea Research Association
 193. Tea Trading Corporation of India Ltd
 194. Teesta Valley Tea Co. Ltd.
 195. Teloijan Tea Co. Ltd.
 196. The Ananda Bag Tea Co. Ltd.
 197. The Ashapur Tea Company Limited
 198. The Bhubandhar Tea Co. Ltd.
 199. The Bormah Jan Tea Co. (1936) Ltd.
 200. The Buxa Dooars Tea Company (India) Limited
 201. The Eastern Tea Co. Ltd.
 202. The Friends Tea Co. Ltd.
 203. The Grob Tea Co. Ltd.
 204. The Jorehaut Group Ltd.
 205. The Kohinoor Tea Company Limited
 206. The Kumlaia Tea & Industries Ltd.
 207. The Methoni Tea Co. Ltd.
 208. The North Western Cachar Tea Co. Ltd
 209. The Oodlabari Company Ltd.
 210. The Satyanarayan Tea Co. Private Ltd.
 211. The Scottish Assam (India) Ltd.
 212. Tinkharia Tea Private Limited
 213. Tirual Bortimon Tea Estates Pvt. Ltd.
 214. Toon Barrie Tea Co. Ltd.
 215. Tyroon Tea Co. Ltd.
 216. Udaguri Tea Co. Pvt. Ltd.
 217. Vishnu Tea & Industries Pvt. Ltd.
 218. Vishwamitra India Tea Estates Pvt. Ltd.
 219. Voom Food Industries Pvt. Ltd.
 220. Warren Tea Ltd.
 221. Washabarie Tea Company Private Limited
 222. Western Conglomerate Limited

COMPARITIVE DEMOGRAPHIC INDICATORS 2013-18

Birth Rate , Death Rate , Infant Mortality Rate (IMR) and Maternal Mortality Rate (MMR)

YEAR	BIRTH RATE			DEATH RATE			IMR			MMR		
	ITA	Assam	India	ITA	Assam	India	ITA	Assam	India	ITA	Assam	India
2013	14.57	22.40	21.40	5.46	7.40	7	18.2	54	40	157	3	1.67
2014	15.15	23.60	22.70	2.9	7.6	7.3	23.04	52	43	135	3	1.69
2015	14.55	22	21	3.97	7.1	6.5	17.17	48	37	2.59	2.26	0.74
2016	14.73	21.7	20.4	6.85	7.1	6.4	22.05	44	34	2.31	3	1.67
2017	13.81	21.7	20.4	6.81	7.1	6.4	24.22	44	34	1.87	3	1.67
2018	13.96	21.70	19.01	7.41	7.00	6.7	20.67	44	34	1.33	2.37	1.67

Source : ITA GARDENS, Assam and India Statistics , NITI AYYOG

IMR per 1000 live births in a given period

MMR per 1,000,00 live births in a given period.

Study in 121 estates - workers vs non-worker population resident in estates

YEAR	Workers		Non Workers	
	IMR	MMR	IMR	MMR
2016	22.05	2.31	24.22	3.48
2017	26.06	1.87	27.02	4.85

KEY AREAS OF FOCUS	2005		2017	
	Assam	Bengal	Assam	Bengal
Immunization status of Permanent workers' children	85%	70%	98%	95%
Institutional Deliveries	50%	50%	88%	NA
School Dropouts	50%	NA	15%	NA
Higher Education	lower enrolment		High Percentage of Students studying beyond Matriculation and Higher Secondary. More than 10,000 students use school bus facility provided by Management in Assam & Bengal	

Industry initiatives to improve lives of children, families and communities in Tea Plantations

Key areas of concern in ITA Gardens in Assam and Bengal

INITIATIVE OF MANAGEMENT	COMMENCING YEAR	CURRENT STATUS
Mothers' Clubs	<ul style="list-style-type: none"> • 1990s in Dooars Estates • From 2000 in ITA Estates in Assam 	<ul style="list-style-type: none"> • 140 Numbers are functional in Assam. • 20 Nos. are functional in Bengal
Adolescent girls clubs for UNICEF program in 116 estates on child rights and protection	Started in 2007-08 in Dibrugarh.	<ul style="list-style-type: none"> • 25000 members . Clubs advocate good • Practices on Mother and Child care, Nutrition, anaemia, Sanitation, WASH Menstrual hygiene , trafficking, abuse and exploitation
Nutrition for young and old. Nutrition advocacy, behavior Change excercises ,	2009 -11 : Pilot study , 2011 to date	<ul style="list-style-type: none"> • Community more informed on proper • Nutrition , reduction in anaemia by 24%. Over 2014. • The Development of Kitchen gardens • In 185 individual homes and 51 community areas in Tea Gardens
Improvement in Community Living - 1. Advocacy against alcohol 2. Prevention of child marriage 3. Prevention of trafficking 4. Education for boys and girls	<p>Program commenced in 2000 – ILO- ITA</p> <p>On Anti- Alcohol measures.</p> <p>ABITA-UNICEF programme from 2007 – to date on United Nations charter on Rights of the Child.</p>	<ul style="list-style-type: none"> • 55% boys and Girls pass MatriculationFrom Tea tribe community. • 65% of Boys and Girls go for higher education beyond class 12. • Industry examining skill development Programmes of Government. • Child abuse cases reduced from 59 to 34 from 2014 to 2017 in ITA gardens in Assam • Child Marriage reduced from 238 to 76 between 2014 to 2017 in ITA gardens in Assam • Behavioural Change communication on adopting better diets, lessening of Alcohol use etc.
Womens' Empowerment Menstrual Hygiene Program	2017	Sanitary Napkin's are being made in 10 estates in Assam by women for their own community



