

PREMIUM STORY



PRODUCER NAME: WELBECK ESTATES

FLO ID : 544

COUNTRY: INDIA

PRODUCT: TEA

FAIRTRADE CERTIFIED SINCE: 2016

NO OF MEMBERS: 120

SALES AND PRODUCTION

PRODUCT VARIETY: Orthodox black, green and specialty tea

ANNUAL PRODUCTION CAPACITY: 150 MT

MAJOR COUNTRY OF EXPORT: UK, Germany, USA, Canada

ABOUT THE PRODUCER ORGANIZATION:

Welbeck Estates was integrated as a part of the amalgamation group of **STANES AMALGAMATED ESTATES**, popularly known as **SAE** in 1961. SAE is beautifully carpeted over the Nilgiris and over time has earned a niche for itself in the tea industry. It attaches prime importance to the environment and the teas are grown in a hazard and pollution free environment, maintaining ecological balance. Teas of the entire group are 100 % pesticide free. Prime importance is given to employee welfare. It provides educational, healthcare and recreational facilities to its employees. Welbeck is one of the largest estates under SAE and produces one of the finest grown orthodox black teas and organic green tea in India. The estate is 150.01 hectares and has got 120 workers.

A twenty-minute drive through the eucalyptus grove from Ooty (a small town in South India) crossing the Lovedale Railway station, a world heritage centre will lead to the green slopes of Western Ghats, which were converted into flourishing tea estates by the European settlers. The Welbeck Estate, integrated as part of the amalgamation became Fairtrade Certified in the year 1994.

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WELL DONE WELBECK!

OUTCOME AND IMPACTS- 2018

Till date the premiums generated from Fairtrade have led to significant developments towards environment protection, community development, empowerment of youth, migrants and increasing awareness on healthcare.

'In Welbeck, the provisions for basic living conditions has been prevalent since the beginning of the establishment. However, Fairtrade Premium Projects have helped to improve these conditions as the requirements of employees kept changing with time. We have a Fairtrade Premium Committee comprising of representatives from every department. There are about twenty members in this committee and welfare decisions are decided upon the recommendations of this committee. The decisions have to be made in such a way that it caters to the need of everyone. Our main focus for 2018 was on education and health care of the employees and their families. Other state workers who come here are never treated differently, and are included in every activity which leads them to decide, on staying here and not going back to their villages'

Mr. Manuel Amalorpava Rajesh- Chairman (Fairtrade Committee- Welbeck Estates)

• SOCIAL IMPACTS

Right to Quality Education: The primary school next to the estate is taken care of by the Estate Management with the help of Fairtrade premium funds, a kitchen for the mid-day meal program; a brand new computer and the maintenance of the building were the Premium Projects. Students who study past the primary education had to travel to the nearby village to get their middle-school and higher secondary education. Inclement weather conditions, possible animal attacks and other safety concerns worried the parents and to their relief, a school van was purchased with the Fairtrade premium funds for the safe transportation of the students.

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Figure 1 Children of the Plantation Workers during school hours



Figure 2 School bus purchased by Premium money



Figure 3 - Sasikala, a tea picker at Welbeck for the past six years and a mother of three

My generation couldn't go to the school, because of the lack of awareness on education and the economical condition of our family. My children don't have to suffer the same, because today we are aware about the importance of education and we have financial support for paying the fees through Fairtrade. It has greatly supported my eldest daughter Nivedha to study B-Com Chartered Accountant, my son Lokesh to choose his

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favourite science group at school and my youngest daughter Siranjevi is now studying in standard 8th”.

She further presses on the importance of education of girl child by saying- “I was concerned about the education of my eldest daughter because men can survive by doing any job, but it is not the same with women, a woman has to be financially independent, for which she needs a decent job, which would be possible only with the help of a an education degree. Before coming to work at Welbeck my family was separated and was in deep debts. With the social and financial help we got from the estate, our standard of living is improving, my family is together which makes me happy, what more could I ask for!” says the confident and content Sasikala



Figure 4 Gunasundari with her son Harishvaran

Gunasundari a native of Tanjore, who was struggling to makes ends meet in her village, had migrated to Nilgiris, after getting to know about the policies and schemes for workers at the estate from a relative who works in the estate. Her son Harishvaran is studying is in second standard at the primary school managed with the help of Fairtrade “Here my son is getting quality education and I’m able to provide three square meals to him. He is my ray of hope” - gasps the loving mother.

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“With the help of the new kitchen, the menu has been changed as per the student’s wish. Non-vegetarian food (rich in protein) is served twice a week, extra veggies are being given by the estate management for the nourishment of student, which no other school in the locality provides for the students”- says *Reeta Kalaiarasi - the cook who has been serving the kids for the past two decades*



Figure 5 Reeta Kalaiarasi- Cook at the childrens canteen



Figure 6- Annamurthi- Supervisor & FT Premium Committee Member

Annamurthi, one of the senior employee of the estate, who has been working for the past forty year is a supervisor and also a member of the Fairtrade Premium Committee finds premium projects of great help. “The scholarship money provided by the premium project helped both my daughters to pursue their college education. Both of them are very good in studies. My elder daughter is studying

Masters in Business Administration (MBA), and the younger one is graduating in Nursing. This would not have been possible without the timely help from the estate management and Fairtrade”- smiles the proud father

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Right to medical and health care benefits: 24 hours medical support is being provided by the Medical Centre present inside the campus, where a nurse is present 24*7 and a doctor visits the clinic. A brand new autoclave used for sterilizing medical equipments and a nebulizer have been purchased in the year 2018.



Figure 7 Nurse who provides medical support and service 24 hour

Medical assistance for the employees is of enormous help as it is impossible for them to pay the bills with the modest salary they get. Simon Raj- an employee of Welbeck estate for the past twenty three years had to go through a tough time when his wife underwent an operation for herniated disk. With the support of Welbeck Management and the fund from Fairtrade premium project, he was able to pay the expense of approx. Euro 822 which was a great relief for him.

Munnikrishnan, a senior employee of Welbeck had his right leg amputated, due to diabetes, for which he had to reach a well-known hospital, located in the nearest city which is at a distance of hundred kilometres away. Pointing at the Manager - Munnikrishnan said- **"These people saved my life"**. With adequate moral and financial support from the Fairtrade Premium, about 2000 Euros has been spent for his recovery.



Figure 8 Munnikrishnan-employee of Welbeck estates

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“Our employees are the asset we have, so it is very important to take care of them. The estate is a multi-cultural society, where there are people from all parts of the country. All workers are treated fairly and included in every activity. With the quality of life they get here, many have stayed back from going back to their villages. It has become their home”- **Mr. Manuel Amalorpava Rajesh- Chairman (Fairtrade Committee- Welbeck Estates)**

Today 100% of the students get education support along with uniforms, shoes, warm clothing and sports equipment, 100% medical support is available for all 120 workers.

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