

FAIRTRADE PREMIUM IMPACT



PRODUCER NAME: PARRY AGRO INDUSTRIES LTD

FLO ID : 2934

COUNTRY: INDIA

PRODUCT: TEA

FAIRTRADE CERTIFIED SINCE: 2004

SALES AND PRODUCTION:

PRODUCT VARIETY: Black orthodox, black CTC, green teas, white tea and green tea orthodox.

ANNUAL PRODUCTION CAPACITY: 1000 MT of Fairtrade Tea

COUNTRIES OF EXPORT: USA and Germany

ABOUT THE PRODUCER ORGANIZATION

The Parry Agro Industries Ltd established the Iyerpadi and Paralai estates in the year 1991. The estates got Fairtrade certified in the year 2004. Out of 1200 workers in the estates 757 are women and 446 men. Out of total 1000 MT of annual Fairtrade Teas production 20% is sold. The estate is also certified Organic and by Rainforest Alliance. The estate produces black orthodox, black CTC, green teas, white tea and green tea orthodox. Dust, SFD, SRD, FD, GD, RD, PF, BOP, BOPS and PD grades of CTC are available along with TGFOP, STGFOP, BPS, TFP, TFBOP, TGBOP, GBOP, BOPF and BOPD grades of Orthodox.

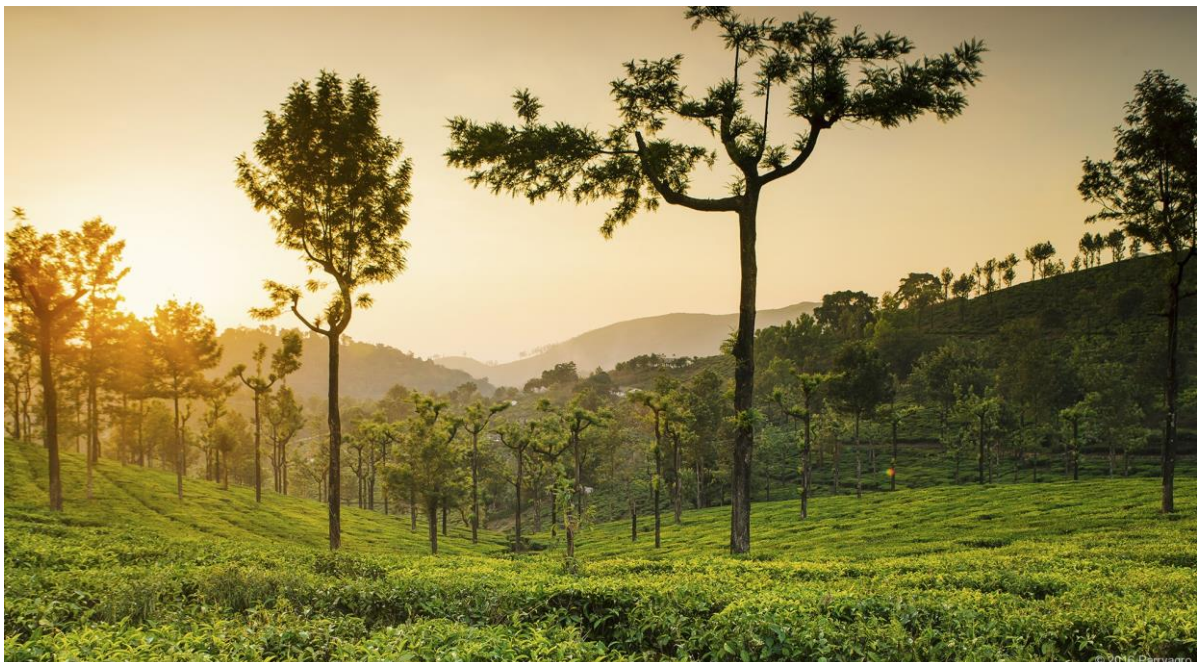


Figure 1Pic Credit: Parry Agro Industries

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Pic Credit: Parry Agro Industries: Women plucking tea leaves at the Estate

In a country that is the second largest tea-growing region in the world, Parry Agro has estates across the best tea regions in India. In South India, our estates are spread across Sheikalmudi, Murugalli, Paralai and Iyerpadi, in the Anamallai Hills; Attikunna and Carolyn, in the Nilgiris–Wayanad region; and in Assam, at Deckiajuli and Sirajuli, along the banks of the river Brahmaputra. These estates produce some of the finest Indian teas.

Spread over 3,210 hectares, the tea estates and factories at Parry Agro produce around 14 million kilograms annually. Over the last five decades, the brand's reputation and respectability, as one of the premier tea growers has been well established across the globe.

FAIRTRADE PREMIUM PROJECTS:

- PPE were purchased improving working conditions.
- To encourage saving recurring deposit scheme for all workers was introduced and first instalment was paid through FT premium.
- 28 persons have been provided with cash benefits to workers to cope with medical emergencies.
- 550 families were provided with LED lights.
- Crèche was tiled improving hygienic conditions for children.
- 1200 pressure cookers were provided to families.
- 7 physically challenged persons were provided with seed money to start their small enterprises.
- 750 water filters were provided.
- From 2008 to 2019 more than 1000 children have benefited through scholarships.
- 200 families were provided cash benefits to cover funeral expenses.
- 250 workers have received grants to cover medical expenses.

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Mr Ravi, head of operations, joined the estate from 2005 onwards and has closely been associated with the journey of Fairtrade from the start. He says, *“The welfare of workers is our priority and since our association with Fairtrade started we have seen tangible benefits to workers in improving their living and working conditions.”*

He is also proud of the corporate social responsibility activities of the company and highlights that a government school has been set up on the land donated by the company; they take care of regular maintenance of the school as well. Scholarships of substantial amounts have been instituted by company to support schooling and higher education of worker’s children. He says that key benefit of Fairtrade to workers has been the Premium, workers in the estates appreciate that the regular receipts of Fairtrade Premium even during the time when industry is in downturn helps them to benefit from projects which they collectively and democratically decide in their general meetings.



Nayagam is a worker in estate and also elected member of Fairtrade Premium Committee (FPC). She holds the position of treasurer in the FPC. She is mother of a boy and proud that after completing post-graduation her son chose to work in the estates though he had other options. The education of her Son was supported through scholarships provided by the Fairtrade Premium.

“Through Fairtrade Premium sheds were made in estate which are useful to rest and have lunch in the shade at a clean place. Insulated food boxes and flasks help keep food and water warm which is very good. Again during breaks we now get warm tea which is provided by company from flasks which were purchased through Fairtrade Premium. This has really been a big convenience to all workers.”

Nayagam says that she saves a lot of cooking time due to use of pressure cooker provided by Fairtrade Premium. The training provided by Fairtrade field support team have helped her start her own business of floor cleaner and detergent manufacturing which she sells to other workers increasing her income. She utilises her free time to run her own side business bringing prosperity to her family.

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