

Sustainability Practices in Value Chain Analysis: A study on Indian Tea Industry

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Abstract:

The Indian tea industry happens to be one of the oldest and most important ones in the world, playing a vital role in the country's economy, culture, and world trade. India also happens to be known for producing some of the finest teas and is one of the significant consumers and exporters of tea. The industry's value chain involves various stages, from large-scale plantations where tea is cultivated to the final packaging and distribution of products in tea forms to consumers worldwide. It is a series of connected activities that add value at each stage, starting from cultivating tea leaves through processing into various types of teas, followed by production and afterwards marketing and the distribution of the final product. Understanding the Indian tea industry value chain gives clues as to how the factors affecting the quality, price, and availability of the product come together, and it points out some of the challenges and opportunities of the industry for its stakeholders. Value chain analysis would thus unveil the many stages involved in the production, processing, and distribution of tea. This will reflect key activities and enhance identification of improvements in these stages. It could as well be an area where the sector is considered among the larger developments both domestically and globally; indeed, India leads in becoming one of the prominent producers and exporters of tea.

Input supply represents upstream activities in business economics, specifically in such areas as plantation and cultivation. Land Preparation: Tea plantation requires specific agro-climatic conditions- acidity of soil, reasonable

rainfall, and high humidity. Land preparation involves clearing, levelling, and enriching the soil. Tea Plant Varieties: Tea plant varieties like Assam, Darjeeling, and Nilgiri are chosen based on the region and climate. Labor: Tea plantation is labour intensive; planting, pruning, and plucking require a vast labor force. Labor availability and cost is a critical factor. Fertilizers and Pesticides: Application of organic or inorganic fertilizers and pesticides to stimulate growth and protect crops against pests.

Keywords: Agro-climatic, Brand Equity, Capacity Building, GI tag

Key Activities

Crop cultivation and plucking: Tea cultivation is undertaken with the consideration that quality leaves only are to be plucked. The primary application of either hand-plucking or mechanical pluckers, hand-plucking even remains the most common method especially for super teas.

Withering:

Leaves are left spread to remove excess moisture. This leaves the leaves soft for further processing.

Rolling:

The leaves are rolled out to enable the release of enzymes and essential oils, which assist in flavoring the tea. Rolling can be done by hand or through the use of machines.

Oxidation/Fermentation:

The leaves exposed to air resulting in oxidation that changes the flavour and color of the tea. Oxidation is full for black tea while it is only partial for the green tea.

Drying/Firing:

Oxidised leaves are dried by hot air to end the oxidation process and to reduce moisture content, hence making the leaves stable for storage.

Sorting and Grading:

Tea leaves are sorted and graded according to size and quality. Grades can range from whole leaves to broken leaves, fanning, and dust.

Support Activities Research and Development (R&D):

Research and Development related to developing new varieties of tea, development of new cultivation techniques, quality improvement and other works on consumer preference and consumption pattern. Training and Capacity Building: Continuously train workers on best working practices in cultivation, plucking and processing for quality and productivity.

Quality Control:

Quality tea as per defined parameters with, at all stages of production, constant check and measurement.

Infrastructure:

Tea Industry- Infrastructure such as roads, processing factories, and storage facilities are indispensable for quality and efficiency in the tea industry.

Processing and Manufacturing Tea Processing Units:

Already processed at the plantations, tea leaves are taken to factories for further refinements, blending, and packaging.

Blending:

Various tea batches are blended for helping to achieve a flavor profile. Blending is of essence for branded teas for assuring uniformity in taste.

Packaging:

Loos tea, tea bags, or specialty packaging for export. Packaging guarantees the preservation of the final product in quality and freshness.

Marketing and Distribution (Downstream Activities) Home Market:

India is a vast home market because tea is a social beverage. The distribution channels are local tea shops, supermarkets, online channels, and others.

Export Market:

This accounts for the largest part with the consumption of a significant number of teas manufactured in the country and exports a significant amount to countries like UK, Russia, and the Middle East. Export involves quality checking at quite strict levels as well as internationally.

Branding and Advertising:

Tea brands invest in advertising and brand building to establish a slot in the market. Packaging, storytelling, celebrity endorsements are quite common practices.

Retail and E-commerce:

Number of retail outlets; groceries and specialty stores, etc. Growing e-commerce platforms.

Logistics:

Effective logistics and supply chain management is required to transport tea from plantations to processing units and then to the markets.

Finance and Insurance:

Access to all financial services, working capital loans and crop insurance etc. are needed to manage all the risks involved in the process of tea production.

Research Institutions:

Different research centers in India work to refine or renovate tea plantation techniques, pest and disease control, and sustainable production.

Major Challenges

Climate:

Tea production is highly climate-sensitive. Any changes in the climate shift tea yields and quality. Sustainability becomes a necessity to combat these alterations.

Labour:

Tea manufacturing is labor-intensive. Disruptions of available labour and increasing expenses deter production.

Price Fluctuations:

Tea's international market is vulnerable to price fluctuations that will affect producers' profits, especially for small farmers.

Quality:

It is hard to maintain quality as the conditions of production vary from one region to another. Specialty and Organic Teas: Demand for specialty and organic teas is soaring among consumers. It thereby enhances the opportunity space for the producers to examine diversification so that they can capture the premium-ends market segments.

Innovative Packaging:

Environmentally friendly and innovative packaging appeals the consumer with an affinity towards the environment and adds value to the product.

Growing into New Markets:

The expansion of Indian tea in growing markets where the consumption of tea is increasing will lead to new markets opening up for the industry.

Literature Review:

Agricultural Practices:

Most studies reveal the traditional and modern agricultural practices used in the Indian tea plantations. Banerjee (2015) study highlights that agro-climatic conditions played an important role in both quality and yield of tea.

The environmental issues led the practice of sustainable agriculture practices (Barua & Sharma, 2016).

Labor Dynamics:

Labor forms the most vital sector of the value chain of tea. More than one work (for instance Bhowmik, 2002; Sarkar, 2012 discuss the socio-economic conditions of laborers of the tea plantations and highlight the issues such as low wages, poor living condition, and requirements of labor reforms. Position of women in plucking of tea and the gendered dimensions of labor in the tea industry have also been researched by Chatterjee in the year 2003. Technology and Efficiency According to Ghosh (2014), the use of technology in tea processing acts as a stepping stone to either acquiring efficiency and product quality. Besides, there are also studies revealing research on the flavors, aroma, and marketability in the tea processing technique (Bhuyan, 2019).

Quality Control:

Quality assurance provides the reason why India remains a leader in the global markets in this market. Tea Board of India (2018) presented studies on standards and requirement for GI as well as international markets. The application of GI tag, especially on Darjeeling tea, has been discussed by Das (2010). Supply Chain Management: The latest ones focus on the problems of the supply chain, especially the auction system in the big tea markets in Kolkata and Guwahati, direct selling, and exports (Mukherjee, 2017). Intermediaries, logistics, and transportation problems keep reemerging in the literature (Kumar & Singla, 2016). Marketing Strategies: There are few research articles that would focus on the marketing strategies Indian tea brands are using to gain prominence in this global market. Branding, Packaging innovation, and various other trends of digital marketing are discussed while addressing the enhanced possibilities of market outreach, which is further elaborated by Roy in 2020.

Objectives

When evaluating the value chain in the Indian tea industry, the objectives are focused towards knowing the processes,

ascertaining the major challenges, and finding areas for improvement in a value chain.

Here are some possible objectives:

Mapping the Value Chain Objective:

To map the overall value chain in the Indian tea industry from cultivation to consumption, and identify the core stakeholders and their processes at each stage.

Analysis of Production Activities To analyse agricultural and processing activities at different levels in the Indian tea industry and discuss how the actions of all these activities are affecting its quality, yield, and sustainability.

Analysis of Market Factors Aims:

Analysing domestic and international market conditions of the Indian tea industry as well as demand dynamics, pricing mechanisms, etc. Role of auction houses and direct sales, etc.

Assessment of Quality Control and Standards Objective
An analysis of the quality control standards in Indian tea, Identification of the gaps and avenues for improvement and up-gradation of the product quality to meet international standards.

Indian Tea Industry Value Chain

The Indian tea industry involves a long chain of activities, with many different stages ranging from cultivation to the ultimate consumer. Each stage carries potential for value addition and efficiency enhancement to achieve an overall gain in competitiveness of the industry.

A SWOT analysis is a tool used for strategizing to discover the Strengths, Weaknesses, Opportunities, and Threats related to the industry or business. Below given is a SWOT analysis especially prepared for the Indian tea industry, focusing on its value chain.

SWOT Analysis of the Indian Tea Industry

Strengths

1. **Global Reputation and Brand Equity** Tea from India is known worldwide for its high qualities of tea: Darjeeling, Assam, and Nilgiri, which are well branded and associated with good quality.
2. **Agro Climatic Variability** The country's varied geography offers an ideal condition for the production of different types of tea, and therefore it can offer a wide range of flavours and qualities.
3. **Domestic Market** Tea is an everyday consumption drink in India, and this large consumer base always ensures the domestic market demand. This large consumer base can provide some kind of protection against the fluctuations in the global market.
4. **Labor-Intensive Production** Large employment in the tea industry, particularly in rural areas. Availability of a very large number of workers ensures continuance of labor-intensive techniques and hand plucking, which is required for producing high-quality tea.
5. **Good R&D Support** Organizations such as the TRA and state agricultural universities play a key role in developing new tea varieties and cultivation practices.

Weak Points

1. **Heavy Reliance on Manpower** The industry is heavily dependent on manpower. Labor shortages, strikes, and increased labor costs leave it vulnerable and impact considerably on its level of production and quality.
2. **Unstable Quality and Low Grades** Difference in quality due to alternate processing practices, environmental factors, and manual handling leads to inconsistent products affecting consumer trust and export competitiveness.
3. **Low Profit Margins** The premium teas are of high value, whereas the industry suffers low margin profits due to high production cost, low price of the mass market, and volatile global markets.

4. **Fragmented Industry Structure** Indian tea industry is highly spread and involves many small plantation growers and producers with limited capability in modern technology, marketing, and quality control.

5. **Environmental and Sustainability Issues** Tea cultivation has adverse environmental impacts: deforestation, soil degradation, pesticide applications, which are increasingly becoming a cause for concern among consumers and regulators.

Opportunities

1. **Global demand for specialty and organic teas increases** Specialty teas, organically grown, fair trade, and single-origin are gaining traction in the world. There is potential for growth in premium segments of India.

2. **Technology** Modern agriculture practices, automation, and precision farming can optimize yield, lower cost, and enhance quality. Innovations in process and packaging also add value.

3. **Entry into New Markets** In markets such as China, the Middle East, and Africa, where more teas are consumed, opportunities are there.

4. **Branding and Marketing Trends** With good brands and marketing, Indian tea can reach a wider section of markets in both domestic and international markets, especially through the digital space.

5. **Government Support and Policy Initiatives** Entrepreneurial Government Activities Some government packages for the small tea farmers, export incentives, and organic farming will help increase the growth rate of the industry.

Threats

1. **Climate Change and Environmental Degradation** Unpredictable rainfall, increasing temperatures, rise in pest and disease, and others pose a significant threat to the cultivation, yield, and earnings of tea.

2. **High Competition from World Market** Indian tea competes with other significant tea-producing nations such as China, Sri Lanka, and Kenya. These countries tend to have lower costs of production and can sell teas competitively.
3. **Fluctuations in international tea prices** The international tea market is unstable with prices at the mercy of dynamics of supply and demand, geopolitics, and shifting consumer preferences.
4. **high quality and safe standards** Improving the quality and safety requirements of an export market, particularly in the European Union and North America, tends to shut the door and imposes higher costs for compliance.
5. **Decline of the Young Labour Force** Due to its highly labour-intensive nature coupled with a relatively low wage regime, younger individuals have less incentive to pursue a career in the tea industry, thus likely confronting a scarcity of the labour force in the future.

SWOT analysis of the Indian tea industry shows that while this particular industry boasts of various in-built strengths that point out good a reputation in the world and tremendous domestic demand, it continues to be overpowered by severe vulnerabilities. All said and done, the future of growth for this industry will rest upon the successful exploitation of opportunities like forays into emerging markets and technological innovation coupled with danger called threats in the form of climate change and competition at a global level. Strategic sustainability initiatives, quality improvement plans, and measures of market diversification will emerge as the core pillars of sustaining and enhancing Indian tea's competitiveness in international markets.

Creation of value within the Indian tea industry's value chain would therefore entail a betterment of the specific processes, boosting efficiencies, and leveraging opportunities to be made at each of the stages in that very value chain from cultivation all the way to consumers getting hold of the final product. Here is a detailed look at how value can be created across different stages of the tea industry's value chain:

Input Supply Stage:

Quality Inputs: The yield levels and quality of tea also increase due to good seed, fertilizer, and pesticide. Other factors include high-yielding and disease-resistant tea varieties.

Sustainable Farming Practices: With the increasing demand for organic and environmentally friendly products, it will be satisfied by organic farming and eco-friendly inputs. Therefore, the value of the produced tea increases.

Training and Education: Implementing best-practice soil management, irrigation, and pest control training to farmers will enhance productivity and quality.

Stage Cultivation:

Proper Use of Land: By applying precision agriculture techniques such as soil health monitoring and optimized planting, one will increase the yield per hectare yet reduce waste.

Labor Management: By ensuring good working conditions, and proper training, and perhaps mechanization in parts of the process, one can enhance the productivity while retaining good quality.

Climate-Resilient Practices: There are climate-change-reducing practices, among which include harvesting of rainwater, managing and conserving soil, as well as employing shade techniques. These would encourage continuous production and loss minimization at the processing stage.

Processing Stage

Modern Processing Technologies: There is a great opportunity to adopt modern machinery and technology that ascertain withering, rolling, oxidation, drying, and packaging in order to enhance quality, reduce handling time, and thereby minimize generation of waste.

Quality Control: Strict controls on quality at every stage of processing ensure that the tea is at par with international

standards, which is expected to fetch premium prices in international markets.

Value Addition: Product diversification and the production of specialty teas like green tea, white tea, and flavoured teas enhance the value addition. New products, such as ready-to-drink tea or tea-based beverages, can add even more margins.

Stage Packaging Packaging Innovation: Such packaging will not only be attractive but also functional - keeping the tea fresh and of high quality-adds more attraction to a consumer. Environmentally friendly packing can also be quite an attraction for eco-sensitive customers.

Brand and Label: A healthy brand image coupled with vivid labeling that will focus on origin, quality certifications, and unique features such as organic or fair trade can greatly increase value, especially for overseas consumers.

Distribution Stage Better Logistics: Increased logistics and thus reduced transport costs will minimize the time to market and ensure tea is consumed at the peak freshness available, hence value added. By Pass Intermediaries through direct channels to consumer: producers should develop direct sales channels- either online or exclusive retail outlets that eliminate intermediaries to capture a larger share of the final price-.

Market enlargement: Expansion across new markets within the nation and to other international markets by recognizing consumer preferences and employing marketing strategies aligned with such preferences may add value through greater market extension and increased sales volume.

Marketing and Sales Stage Brand Positioning : Value creation may also take the form of positioning Indian tea as a premium product. These shall be differentiated based on unique flavors of Darjeeling, or Assam teas from others.

Consumer Engagement: Building deep relationships with the consumers through marketing campaigns, social engagement through media and loyalty programs to create long-term value by infusing higher brand loyalty.

Certification and Ethical Labels: The Fair Trade, Organic, and Rainforest Alliance are some of the certifications that can be added to give value to consumers who would pay a premium price for ethically produced and environmentally friendly products.

Research and Development Product Innovation: Investment in R&D can create new markets through innovative solutions such as new tea blends, health-focused products (e.g. those with added nutrients or functional benefits), ready-to-drink options, etc.

Process Improvements: Ongoing research on improving cultivation, processing, and packaging techniques may lead to greater efficiency, lower costs, and superior quality.

Sustainability and Ethical Practices Sustainable Practices: Embracing sustainability in the value chain from farming practices to packaging could respond to the increasing demand for ecofriendly products from consumers and potentially command a premium.

Ethical sourcing would provide fair wages and good working conditions on the tea estates, enhance the reputation of the brand, attract ethical consumers, and open up ethically motivated markets.

Creating value in the Indian tea value chain requires a holistic approach toward productivity, better quality, and compliance with market demands. Through innovation, sustainability, efficiency, and brand positioning, value added by stakeholders in the industry will likely be maximized for competitiveness and added value along every step of the chain. Valuations will serve the producers and manufacturers while further contributing to the overall growth and sustainability of the Indian tea industry.

Value Creation Model for Indian Tea Sector

Input Supply Stage Objective:

Quality and Sustainable Inputs should enhance productivity as well as the quality of tea output.

Quality Inputs: Adopt certified quality seeds, organic fertilizers, and environment-friendly pesticides.

Supplier Relationships: Develop long-term relationships with suppliers since they ensure quality material availability along with just in time supply.

- **Training and Education:** Empower farmers with training on effective use of inputs to increase productivity as well as sustainability.

Value Creation Activities:

- Seed and input certifications
- Programmes in sustainable farming
- Research and Development for eco-friendly alternative inputs

Cultivation Stage Target: Improving practices of farming to augment both quality and yield and most importantly sustainability.

Precision Agriculture: Agriculture which is based on monitoring the health of the soil, weather forecasting and plants .

Labour Efficiency: Labour best practice via better working conditions, better training, and mechanization where possible.

Climate-Resilient Practices: Devote to shade management, rainwater harvesting, and crop diversification on the farm as risk adaptation measures in climate.

Value Addition Practices:

Precision farming technology.

Labor welfare schemes.

Agroclimatic resilience.

Processing Stage Mission:

Develop tea processing technologies to provide quality and product range diversity.

Advanced Processing Technologies:

Obtain upgrading equipment for withering, rolling, oxidation, drying, and packaging to sustain quality. Quality Control: Exercise tight controls over all processing activities to maintain uniformity and adherence to world standards.

Value-Added Products: Introduce value-added products like specialty teas (green tea, herbal teas) and novelty products (ready-to-drink tea, tea extracts).

Value Creation Activities:

- Installation of new processing equipment.
- Standardization of quality control practices.
- Product diversification of value-added and specialty teas.

Distribution Stage Objective:

The channel's efficiency is increased while reducing the associated costs. It ensures that products hit the market at the right time.

Optimizing Logistics: Reduce transportation time and cost to arrive at the customer's tables in the best condition possible.

Direct-to-Consumer Marketing Channels: Establish online channels and sell directly to customers, thus saving on intermediaries and increasing the margin.

International Market Expansion: Identify new markets and enter into them to expand consumer bases and minimize market dependence on traditional markets.

Value Creation Activities:

Building a strong logistics infrastructure. Introduce an online platform for direct sales. Entries into new markets across geographical regions.

Marketing & Sales Stage Objective: To boost branding and engage consumers to go up the sales ladder and eventually strengthen loyalty toward the brand.

Brand Building: To establish Indian Tea on the premium plane with Darjeeling, Assam, etc. as regional characteristics to make it distinctive in the international market.

Digital Marketing: Digital media outreach through social media, content marketing, etc. Obtain Organic, Fair Trade, and Rainforest Alliance certifications to reach the ethical consumer's conscience.

Value Creating Activities:

Brand identity and positioning, Digital marketing, Ethical and quality certification products development and marketing.

Supporting Activities and R&D Product Innovation: New tea varieties; improvement in the processing techniques besides introducing new products.

Process Optimization: Develop and come up with cultivation, harvesting, and processing that are cheaper yet superior in quality.

Technology Integration Automation and AI: Utilize AI and automation technologies in areas such as farming, processing, and logistics. This will then enhance efficiency, reduce human errors, and so forth.

Data Analytics: Conduct data analytics to predict demand, optimize supply chain operations, and reflect changes in marketing strategy accordingly.

Sustainability Initiatives Environmental Practices: It utilizes sustainable farm-to-table and processing practices to minimize negative externalities to the environment, which appeals to the friendly ecotourism consumers.

Social Responsibility: Building fair labor practices and community developmental initiatives to lift the well-being of workers and enhance the brand's social image.

Integrated Value Creation Model The value creation model integrates the central stages of the tea value chain with supporting activities that realize maximum value. Here's how it works:

1. Adequate input supply leads to good cultivation, the best yields, and high-quality tea.
2. Effective and efficient cultivation practices feed into high value-added processing for teas of high quality
3. Optimized distribution ensures reach the right consumer in fresh and cost-effective manner
4. Strategic marketing and sales with optimum brand presence drive very high consumer loyalty, and higher margins.
5. Continuous R&D and integrating the technology into every level ensures that the value chain of every stage is continuously undergoing change and, therefore remains ahead of its competitor within the industry.
6. Sustainability initiatives undertaken at every stage not only improve the brand image but also assure sustainability in the long run and attract more and more customers conscious of their concern to save the environment.

With sustainability practices in the Indian tea industry value chain, it will be important to know how this industry can be made economically viable at the same time while ensuring environmental minimal damage and social responsibility. In general, the current intense need for sustainability practices in the tea industry has become very important because of current global awareness of environmental issues as well as the existence of ethical issues and long-term management of resources.

Some of the key areas to consider in exploring sustainability practices in this context are as outlined below:

Sustainable Agriculture Organic Farming: Organic farming is a means of replenishing earth instead of harming it. A switch to such practices eliminates the use of synthetic pesticides and fertilizers, thus minimizing environmental impact as well as improving soil health. Organic tea cultivation also gives in to consumers' demands for increasing eco-friendly products.

Agroforestry Practices: Agroforestry, or the inclusion of trees and other vegetation in a plantation of tea, will enhance biodiversity, increase carbon sequestration, and create more alternative sources of income from the selling of such products like timber.

Water Management: Alternate irrigation techniques like drip irrigation and collection of rainwater may avoid the overuse of water. Hence, development towards decreasing the limited availability of water may bring about massive reductions, becoming an issue in areas emphasizing tea production.

Environmental Impacts Reduction Waste Management: Tea manufacturing process produces many wastes, which include tea dust and pruning. Waste management would ultimately decrease the adverse environmental effects. These wastes can be recycled, for instance, as compost or biofuel.

Minimize carbon footprint: Tea industry will be able to minimize its carbon footprint using more efficient energy use in process plants. This can be done with the help of some efficient technologies, such as solar and biomass, that generate power and run machines.

Climate adaptation practices: Tea plantations can adapt to these factors through research and application of climate-resilient varieties, modified planting schedules, and practices of shade management.

Social Sustainability Fair labor practices : Social sustainability involves wage, working condition safety, and other social benefits to the workers. Such labor practices are often seen as a platform of fair-trade certification and development of the living conditions for the tea worker.

Community development: This can be seen as investments that the tea companies make within a community, such as education, healthcare, and infrastructure development. Even though these investments can be seen and benefit workers in the tea estate, they also further the long-term relationship the tea estate develops with its community.

Women Empowerment: Since women are part of the majority proportion of the tea workforce, their gender mainstreaming, leadership development and specifically gender-related needs have to be planned.

Economic Sustainability Multiple sources of Income: Tea farmers should be assisted in diversifying the alternative crops and activities for income generation. This could include eco-tourism or value-added tea products like herbal infusions, flavoured teas, and so on.

Value Addition and Branding: Building high-value brands of teas and specialty teas (organic, single-origin, or handpicked tea) will increase the price obtained for the produce and provide higher margins for tea producers

Supply Chain Efficiency: Reduction of middlemen, efficient logistics, digital technology in traceability, and implementing transparency throughout the supply chain will improve economic sustainability by offering savings in operational costs and easier market access.

Certification and Standards Sustainability Certifications: Obtaining those certifications like Rainforest Alliance, Fair Trade, or Organic may indicate the commitment to sustainable operations and attract environmentally conscious consumers. Most of these have their strict environmental, social, as well as economic criteria.

Quality Control: The strict quality control using sustainable operation helps sustain a fair market position for tea on both home and export markets. Long-term profits, therefore, can be improved.

Challenges to Sustainability

Transition Cost: One significant barrier of adoption of sustainable practice is the expense that is too precious for initial times, which would prove to be hard to own by small-scale tea plantation owners. Support from government, NGOs, or the private sector would certainly raise these small-scale producers' interests.

Access to Markets: Sustainable products are normally sold at a premium; but at the same time, they have limited markets. This may constitute a serious challenge to small-scale producers to access them. Better linkage development within the supply chain and cooperative participation can be relatively helpful.

Climate Change: With growing threats from climatic change to agriculture, the tea industry will have to make continuous efforts towards sustainability in their operations. In this context, research and development for developing innovative solutions in this regard is ongoing.

Policy and Regulatory Support Government Incentives: Making sustainable culture preferred in every aspect of activity by offering incentives from the government side including subsidies on organic farming or tax cuts on energy efficient technologies could encourage change across the industry.

Enhancing legal regulations: There is a need for strengthening regulatory standards related to environmental and labor standards to make the Indian tea industry credible and sustainable.

Conclusion

The value chain in the Indian tea industry can be explored to create a sustainable practice within this value chain, ensuring long-term sustainability of the sector. Sustainable agricultural methods, reduction in environmental impacts, social equity, and economic resilience are avenues by which the Indian tea industry can meet the growing global demand for sustainably produced tea while enhancing the livelihoods of those dependent upon it.

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