

Industrial Cooperative Tea Factories for the Sustainable Development of Small Growers and Tea Workers - Experience from Nilgiris.

Dr.XLX.Wilson

Associate Professor

Department of Cooperation

Sri Ramakrishna Mission Vidyalaya College of Arts and Science,

Coimbatore, India

Visiting Scholar, University of Helsinki, Finland.

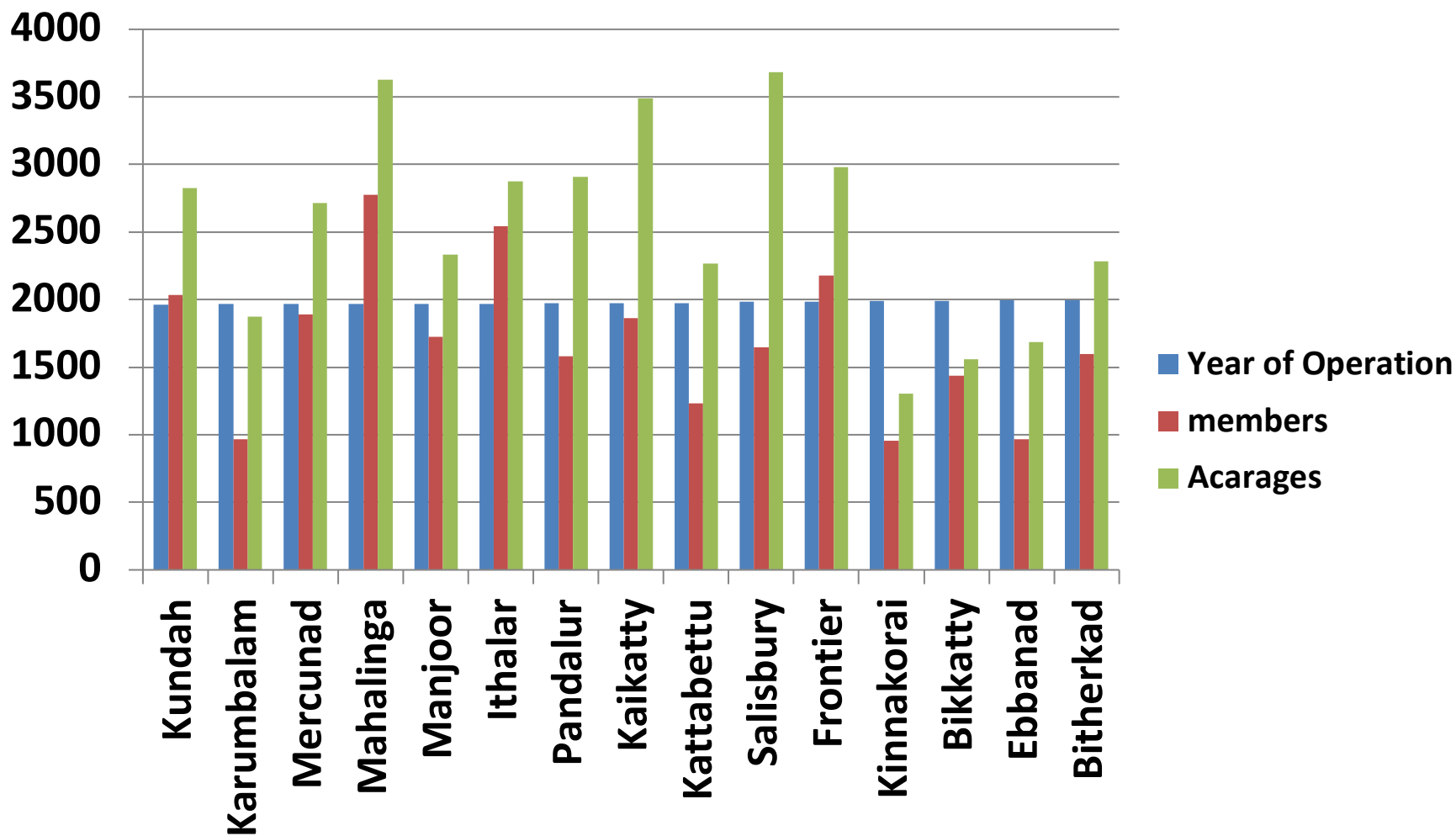
Nilgiris–Tea Estate



Nilgiris-Tea Coops

- Nilgiris is the largest tea track in South India
- 50,000 small growers 30,000 hectares out of 49,000 hectares of tea cultivation
- Private bought leaf tea factories.
- Promotion of common economic interests
- Facilities for marketing their products
- Merit of combining freedom and opportunity for STGs

INDCO TEA FACTORIES-MEMBERS, LAND HOLDINGS



INDCO TEA FACTORIES- GROWTH

Details	2012-13	2013-14	2014-15	2015-16	2016-17
Number of Members	22,525	24474	24852	25103	25250
Acreage (Acres)	33,706	36,049	37,050	36298	38296
Quantity of Green Leaf Purchased (In lakh Kgs)	613.99	661.61	610.81	581.12	520.36
Quantity of made Tea Produced (In lakh Kgs)	164.96	179.15	160.01	150.95	135.74
Rate paid for Green leaf (Rs.Per Kg)	15.15	13.72	7.56	8.94	14.29
Tea sales (in lakh kgs)	165.83	162.73	175.88	160.39	140.99
Value of Tea sales (Rs. In lakhs)	14055.22	13,334	9,823.10	10183.51	12504.82
Sale Average (Rs/Kg)	84.76	81.94	55.85	61.94	86.19

OOTY TEA

- **Public Distribution System**
- **INCOSERVE**
- **Breaking the myth that only low quality of product would available at low price.**

TEASERVE

- **TEASERVE - The World's first Electronic Tea Auction Centre**
- **Computerized**
- **Exploitation of middleman is avoided**
- **Registered buyers alone could participate**
- **204 Tea buyers have so far registered**

Working Result

Tea Factories	Cumulative Loss/Profit as On 31.03.2016	Cumulative Loss/Profit as On 31.03.2017
Kundah	(-)55.72	(-)33.26
Karumbalam	(-) 191.04	(-)163.64
Mercunad	(-) 371.46	(-) 299.48
Mahalinga	(-) 50.06	(-) 48.96
Manjoor	(+) 24.64	(+) 26.83
Ithalar	(-) 333.72	(-) 257.28
Pandalur	(+) 4.25	(+) 3.13
Kaikatty	(-) 1.34	(+)4.90
Kattabettu	(-) 183.09	(-) 187.20
Salisbury	(+)15.21	(+)12.52
Frontier	(-) 249.74	(-)271.00
Kinnakorai	(-) 383.14	(-) 257.81
Bikkatty	(-) 147.12	(-)159.40
Ebbanad	(-)924.50	(-)931.06
Bitherkad	(-)493.64	(-)560.68

ACHIVEMENTS

- **Got the prestigious ISO 9001:2008**
- **DET NORSKE VERITAS (DNV)”, NORWAY**
- **Recognized by one and all**

Perception of respondents on the factors of Empowerment through Cooperative Tea Factories

Perception	Mean	Std.Deviation	t.value	p.value
Support from the family for Growing tea	1.86	1.12	-12.43	.000
The supply of Tea leaves beneficial to economy of local area	1.91	1.07	-12.46	.000
Becoming self reliant	1.76	.99	-15.27	.000
Able to take own decisions	1.70	.90	-17.78	.000
Increased Confidence level	1.76	1.02	-14.87	.000
Able to provide opportunities of growth to the family	1.72	.942	-16.64	.000
Good status in society because of membership	1.72	.88	-17.90	.000
Subsidies / other Opportunities through	1.70	.84	-18.92	.000
Awareness of Health and Hygiene Measures	1.73	.86	-18.11	.000
Able to survive	1.76	.96	-16.05	.000
Getting opportunity to attend general body meeting, awareness programs	1.75	.92	-16.67	.000
Positive attitude towards sustainable living.	1.74	.91	-16.86	.000

Standard of Living of STG's before and after membership in Industrial Tea Cooperatives

Status of STG's Members	N	Mean	Std Deviation	T Value
Income before membership	150	1.42	5.34	-36.21
Income after membership	150	4.09	.93	14.37
Thrift & Savings before membership	150	1.41	.52	-37.33
Thrift & Savings after membership	150	3.93	.94	12.05
Borrowings before membership	150	3.40	1.29	3.80
Borrowings after membership	150	2.59	.82	- 6.07
Education of family members before membership	150	1.96	.65	-19.47
Education of family members after membership	150	3.37	.79	5.69
House hold before membership	150	1.71	.57	-27.60
House hold after membership	150	3.90	.91	12.11

Status of STG's Members	N	Mean	Std Deviation	T Value
Purchasing power Before membership	150	1.84	.83	-17.16
Purchasing power after membership	150	3.94	.94	12.21
Furniture before membership	150	1.67	.54	-30.25
Furniture after membership	150	3.95	1.75	6.62
Food & Beverage before membership	150	1.69	.55	-29.51
Food & Beverage after membership	150	3.92	.88	12.82
Dress & garments before membership	150	1.67	.54	-30.25
Dress & garments after membership	150	3.85	.87	12.01
Electronics & Electricals before membership	150	1.67	.54	-30.25
Electronics & Electricals after membership	150	3.29	.88	3.97

Status of STG's Members	N	Mean	Std Deviation	T Value
Vehicles before membership	150	1.64	.51	-32.74
Vehicles after membership	150	3.13	.77	2.13
Health & safety before membership	150	1.66	.50	-32.64
Health & safety after membership	150	3.14	.76	2.13
Insurance Before membership	150	1.65	.49	-33.57
Insurance after membership	150	3.09	.75	1.43
Mob/Telephone before membership	150	1.65	.51	-32.70
Mob/Telephone after membership	150	3.64	.88	8.94
Computer & Modem gadget before membership	150	1.63	.49	-34.66
Computer & Modem gadget after membership	150	2.59	.82	-6.17

Purity & Food Security

ISO 9001:2008

DET NORSKE VERITAS (DNV)", NORWAY

Ethical Business

Committed to Human Rights

Labour Standards

Environment

Ethical Tea partnership

**Commitment to
the Sustainable
Business**

Environment

Agricultural Standards

Preservation of biodiversity

Living Environment

Health and Nutrition

Community capacity building

Empowerment of youth

“If you are cold, tea will warm you;
if you are too heated, it will cool you;
If you are depressed, it will cheer you;
If you are excited, it will calm you.”

Thank You

