

Businesses investing for safe and equal value chains

We started work on building safe and equal tea estates with Unilever and UN Women in 2019-2020 in six pilot tea estates. Since 2021 the model we initially developed has been replicated across all four tea producing states of India (321 tea estates) under the Women Safety Accelerator Project managed by IDH - the Sustainable Trade Initiative. It is supported by tea buyers and brands like Unilever, TESCO, Ethical Tea Partnership, Taylors of Harrogate and Twinings. We are one of the six implementing partners working in 91 tea estates in Assam and West Bengal and have covered 1.7 lakh workers. Key achievements have been development of women leadership for prevention of domestic violence, child abuse and sexual harassment at workplaces and building ownership of tea producer companies on the agenda of ensuring a responsive mechanism for prevention of GBV. The project has transformed management-worker relationships, reduced absenteeism, and improved productivity. There is reduced domestic violence, sexual harassment in public places and increased reporting on child sexual abuse.

URL: <https://www.youtube.com/watch?v=GE0bPOaSznQ&t=184s>