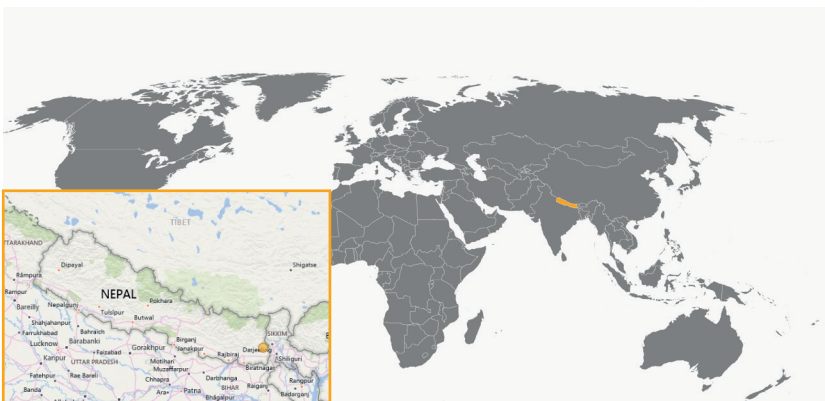


TINJURE TEA FARMERS PRIMARY COOPERATIVE



BHAG: Tinjure has the ambition to become more active in selling specialty high quality Organic tea directly to buyers abroad



Outcome

2015-2019



Name: Tinjure Tea Farmers Cooperative Society Ltd.

Year of establishment: 1994

Commodities: tea

Processing factory: In 2012 the cooperative invested in its own processing factory

Start Agriterra: 2016

Core business:

The organisation is specialised in the collection, processing, packaging and marketing of the fresh tea produced by their small-scale member farmers



"We see Agriterra as our partner, we feel Agriterra as our friend to enjoy happy and share challenges. Agriterra has helped us to find a way out whenever we face challenges. The advice we get are crucial for cooperative development"

Padam Tamang, General Manager, Tinjure

“Tinjure has shown significant improvement in its business and has implemented the recommendations and advice provided by Agriterra. Despite being in the remote area Tinjure has scaled up in sales and marketing of tea in the international market”

Rijan Ojha, business advisor Agriterra



Input Agriterra

2016

Linking Tinjure with international buyer from the Netherlands

2017

Establishing basic financial management systems

2018

Support in exporting tea

Developing annual financial plan and monthly reporting procedures

Improving the quality tea by providing training on processing and hygiene

2019

Value addition: putting tea into tea bags

Training on internal capitalisation and to the supervisory board

Establishing collection centre to minimise transportation costs



RESULTS

1 ✓

Tinjure increased their total leaves intake to 37,789 kg (compared to 27,868 kg the year before)

2 ✓

Tinjure is now connected and selling tea to international buyers

3 ✓

Together with Agriterra, Tinjure has now completed a three-year business plan focussed on marketing



Advice



Training



Exchange

GOALS TINJURE

Increase profit by 1 million NPR (EUR 8,000)

Increase leave intake to 48,000 kg

Exporting packaged tea to the Netherlands

**AGRI
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