

# INDIAN TEA ASSOCIATION



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No. 90

5<sup>th</sup> May 2022

Dr. Shatadru Chattopadhyay,  
Managing Director,  
Solidaridad Network Asia,  
New Delhi 110 018, India.

Dear Dr Shatadru,

## Soli-Trace

We are pleased to learn about the development of the Soli-Trace traceability app that has been developed by your Solidaridad. That Soli-Trace is a technology-enabled platform for Fair Participation, Fair Ownership, Fair Value and Fair Voice of the stakeholders in agriculture supply chains.

We understand that Soli-Trace endeavours to capture information/data at every point of transaction, from the producer at the farm gate to all intermediaries involved, including agents, factories and transporters, in the supply chain. We feel it will be beneficial to all stakeholders in the chain.

We have learnt that with the Soli-Trace powered QR code on packages, the consumers can access details of the product's journey, send feedback to the farmers, thus establishing a strong human connection for goodwill and great consumer loyalty for our brand.

We note that it is aligned with the UN SDGs, and seeks to win unparalleled consumer trust.

We further understand that farmers will have Equal participation in the transparent and traceable supply chain with unique data governance which will give farmers an easy access to market and finance, besides economic reward for their data.

Best wishes,

Yours sincerely,

**Arijit Raha**  
Secretary General