

# NEPAL

## CTCF

### CENTRAL TEA COOPERATIVE FEDERATION

movie: [http://bit.ly/CTCF\\_2018](http://bit.ly/CTCF_2018)



**BHAG:** CTCF will become the most important organisation in Nepal to go to for a tea buyer in the market for high-end 'traditional' tea



## Outcome

2011-2019

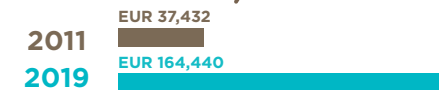
### BENEFITING FARMERS



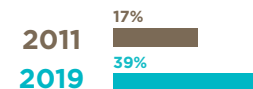
### EQUITY INCREASE



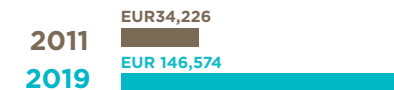
### TOTAL REVENUE



### RATIO EQUITY / TOTAL ASSETS (%)



### TOTAL ASSETS COOPERATIVE



### MOBILISED LOANS



Advice



Training



Exchange

**Name:** Central Tea Cooperative Federation (CTCF)

**Year of establishment:** 2010

**Commodities:** tea

**Processing factory:** 31 cooperatives established their own processing factories

**Start Agriterra:** 2012

### Core business:

The members of CTCF have been engaged in different level of production ranging from tea plucking, tea processing and selling of tea.



*"Sustainable tea cooperative, prosperous farmers' is the vision of CTCF. So, we want to make all cooperatives professional and change the livelihood through cooperatives."*

General secretary CTCF, Rabin Rai



“Most members from CTCF produce ‘traditional’ tea. The production method is one of gradually rolling leaves into smaller particles and differs from the mainstream production for the world market. As a result, the tea caters for a high-end niche market”



## RESULTS

1 ✓

CTCF is now representing more than 25% of the tea farmers that use the traditional method of tea processing and has become an important organisation to go to when you want to do tea business in Nepal

2 ✓

CTCF has decreased their donor dependency and diversified their income sources.

3 ✓

CTCF has provided capacity building training on the roles and responsibilities of the board



## Input Agriterra



2011-2015

Agriterra started working with CTCF on capacity building, entrepreneurship and marketing support for young farmers and an effective monitoring system

2016-2017

Emphasis was put on diversifying the income sources for CTCF. Furthermore, a marketing strategy was developed to access the European market



2018-2019

Agriterra helped CTCF in establishing a Marketing Facilitation desk to address the demands of their members. The desk is focusing on the linkage between members and national and international buyers. Basically, building new sales relations.



### GOAL CTCF:

To link cooperative tea in the international market by focusing on building new sales relations through integrated value chain activities.

AGRI  
TERRA

