



AGRICULTURE AND FOOD AUTHORITY (AFA)
TEA DIRECTORATE
SERVICE CHARTER



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Foreword

The Tea Directorate is a Directorate under the Agriculture and Food Authority (AFA) with the mandate and responsibility to oversee the Regulation, Development and Promotion of Tea. Through the provisions of the AFA Act (Act No. 13 of 2013), Crops Act (Act 16 of 2013) and other relevant laws and regulations as well as partnerships with other public and private institutions, the Tea Directorate continues to facilitate the industry within the context of its Mission, Vision, Core Values and set service delivery standards.

Our firm commitment to quality service is hinged on the observance of the rule of law, integrity, accountability and professionalism, teamwork, efficiency and effectiveness. Further, we are driven by customer focus, discipline and commitment in service to the customer, objectivity and impartiality in decision-making, innovation and creativity, prudent environmental management and public participation. Our ultimate objective is to deliver service which accords respect to human dignity through equity, social justice, inclusiveness, equality, human rights, non-discrimination and protection of the marginalized.

This service charter is a commitment by the Tea Directorate to deliver high quality service to our customers, partners and the general public. We look forward to your feedback to enable us continually improve our service delivery.

Head, Tea Directorate

1. Introduction

Tea Directorate was established by the AFA Act (Act No 13 of 2013) to implement the Crops Act (Act 16 of 2013). This Directorate is responsible for regulation, development and promotion of the tea industry in Kenya.

The objective of this Service Charter is to communicate and provide feedback mechanisms to our stakeholders on our role in the tea industry, our mandate, vision, mission, values and core functions. The Directorate envisages efficiency and effectiveness in service delivery to respective stakeholders. The commitment of the Directorate towards realization of the above is contained in this service charter.

This service charter is also aligned to the Constitution of Kenya 2010, AFA Act (Act No. 13 of 2013), Crops Act (Act No. 16 of 2013) and Vision 2030.

2. Mandate

The mandate of the Tea Directorate is to regulate, promote and develop tea.

3. Vision

“To be a World Class Regulator in the Agriculture Sector”

4. Mission

“To sustainably develop and promote the tea industry value chain through effective regulation for economic growth”

5. Core Values

- Professionalism
- Integrity
- Customer Focus
- Team Work
- Innovativeness

2. Core Functions

- Facilitate formulation of general and specific policies and guidelines for the development of tea (including licensing/registration of tea dealers: Growers/Producers; Tea Manufacturers; Tea Packers; Tea Exporters/Importers; Tea Brokers; Management Agents; Warehousemen; Auction Organizer);
- Facilitate marketing and distribution of tea through monitoring of market information, including identification of local supply-demand situation, domestic market matching and overseas market intelligence and promotion activities;
- Establish linkages with relevant government and private research institutions, including KALRO-Tea Research Institute (TRI), for the conduct of studies and researches designed to promote the production, marketing and processing of tea
- Facilitate tea farmers' training programs aimed at increasing their knowledge on production technologies and on market potentials and prospects for tea, in partnership with farmer training institutions;
- Establish and enforce standards in grading, sampling and inspections, tests and analysis, specifications, units of measurement, code of practice and packaging, preservation, conservation and transportation of tea to ensure health and proper trading;
- Promote and advise on strategies for value addition prior to export of tea from Kenya

3. Our Customers/Stakeholders/Partners

The Directorate offers services to:

- Tea Growers/Producers
- Tea Manufacturers
- Tea Buyers (Exporters/Importers)
- Tea Brokers

- Tea Packers
- Tea Warehouses
- Management Agents
- Tea Councils, Associations/Trade Associations
- Government Ministries and Departments
- County Governments
- State Corporations/Statutory Agencies
- Research Institutions
- Civil Society and Trade Unions
- Suppliers of goods and services
- Development partners
- Local and international media (agriculture/business)
- Tea consumers
- General Public

4. Customers'/Stakeholders' Rights

Our customers have a right to:

- a) Courteous treatment
- b) Timely response
- c) Privacy and confidentiality
- d) Access to information
- e) Quality services
- f) Conducive environment
- g) Effective communication

5. Customers'/stakeholders' Obligations

To enable us serve you better and work in the spirit of mutual support and relationship, our customers are obliged to:

- a) Be courteous and respectful;
- b) Provide precise information;
- c) Provide feedback on our services;
- d) Adhere to stipulated regulations, procedures and policies;
- e) Observe integrity;
- f) Embrace innovative and competitive agricultural production, value addition and trading practices.

6. Our Duties and Obligations

The Directorate is committed to the following:

- Continuous improvement of skills, knowledge, experience and exposure of our staff to ensure quality service delivery
- Provision of timely and quality services to our customers
- Being responsive and dynamic to customer needs
- Zero tolerance to corruption
- Compliance with legal and statutory requirements;
- Maintain privacy and confidentiality of customer and any classified information;
- Impartial handling of disputes;
- Objectivity in decision making process.

7. National Values and Principles of Governance

In line with Article 10 of the Constitution of Kenya 2010, we subscribe to national values and principles of governance which bind all State organs, State officers, public officers and all persons. These national values and principles of governance include:

- (a) Patriotism, national unity, sharing and devolution of power, the rule of law, democracy and participation of the people;
- (b) Human dignity, equity, social justice, inclusiveness, equality, human rights, non-discrimination and protection of the marginalized;
- (c) Good governance, integrity, transparency and accountability; and
- (d) Sustainable development

In the event that any of these values and principles are breached in the course of our service delivery, report the same through the provided complaints handling channels.

8. Complaints Handling

Confidentiality is guaranteed where necessary in respect to complainant's identity and substance of complaint to safeguard the rights of the customer/stakeholder and the service provider as well. However complainants are encouraged to identify themselves to facilitate timely feedback and follow up.

The Directorate shall acknowledge receipt of complaint within seven days, document, evaluate and handle genuine complaints/conflicts as per laid down regulations.

9. Review of the Service Charter

In order to continuously meet and exceed the expectations of our stakeholders, this Service Charter shall be reviewed annually. Such review will take into consideration customer feedback and emerging issues.

10. Monitoring Performance

The Directorate shall ensure that the commitments of the Charter are upheld through regular customer satisfaction surveys and monitoring and evaluation. In addition there shall be regular review of performance of the Directorate and communication of the same through reports and other publications.

11. Feedback

For further inquiries, compliments or complaints, please contact the following office:

Tea Directorate

Tea House, Naivasha Rd, off Ngong Rd

P O Box 20064—00200

City Square, NAIROBI

Mobile: 254-722-200556/734-600994

Wireless: 254-202536869/2536886

Website: www.teaboard.or.ke; www.agricultureauthority.go.ke

Email: info@teaboard.or.ke; info@agricultureauthority.go.ke

Or

Commission on Administrative Justice

West End Towers, 2nd Floor, Waiyaki Way Westlands

P.O. Box 20414 – 00200 Nairobi. Tel: +254 020 2270000

EMAIL: certificationpc@ombudsman.go.ke WEB: www.ombudsman.go.ke

You may also drop your feedback at the suggestion/complaints boxes located at accessible points at our offices or use the feedback platform on our website or feedback leaflets or complaints register available at any of our service delivery points.

SERVICE	REQUIREMENTS/ CONDITIONS	CHARGES	TIMELINE
General written inquiries	Customer's written inquiry	Free	7 working days from the date of receipt of inquiry
Telephone inquiries	Customer's telephone inquiry	Free	A maximum of 24 hours from time of inquiry
Email inquiries	Customer's email inquiry	Free	A maximum of 12 hours from receipt of email.
Public Complaints	Customer's complaint	Free	A maximum of 7 days from the date of receipt of the complaint
Media inquiries	Media inquiry	Free	A maximum of 2 days from the date of receipt of the complaint
Payment for goods and services	Satisfactory delivery of goods and services and related invoices	Free	A maximum of 30 working days from the date of satisfactory delivery of goods/services.
Conduct capacity building and technical assistance to counties and stakeholders	- Customer's request - Training needs assessment	Free	Continuous activity
Dissemination of information on promotion programmes	Request	Free	On need basis
Identification of promotion activities for local regional and international markets	Request	Free	Consultation two months before end of financial year/Finalized by first quarter of next financial year

SERVICE	REQUIREMENTS/ CONDITIONS	CHARGES	TIMELINE
Coordination of participation in Market Promotion activities	Registered tea traders	Free	Communication on intended missions to be done at least two (2) months in advance. Feed to stakeholders quarterly
Dissemination of information on production and trade	Accurate and approved information	Free	26th day of every month and annually
Inspections	Cooperation	Free	No notice on unscheduled inspection/two weeks notice for scheduled inspections/Re-inspections as per Corrective Action Plan
Payment to suppliers	Original invoices, signed delivery notes, signed contract/LPO/LSO	Free	Cheque payment within 14 days
Registration of tea growers	Duly filled "Form A/A1" returned to the applicant's factory	Free	Final decision within one month
(a) Licensing of tea manufacturing factories (b) Licensing of cottage tea factories	Duly filled "Form C" and requirements detailed there-in	- Licensing: 10,000/= - Renewal: 7,500/= - Licensing: 5,000/= - Renewal: 3,000/=	Acknowledged within 1 week; Final decision within 3 months
Registration of Management Agents	Duly filled "Form S" and requirements detailed there-in	- Registration: 50,000/= - Renewal: 25,000/=	Acknowledged within 1 week; Final decision within 3 months

SERVICE	REQUIREMENTS/ CONDITIONS	CHARGES	TIMELINE
Registration of Tea Buyers	Duly filled "Form G" and requirements detailed there-in	- Registration: 20,000/= - Renewal: 10,000/=	Acknowledged within 1 week; Final decision within 3 months
Registration of Brokers	Duly filled "Form I" and requirements detailed there-in	- Registration: 20,000/= - Renewal: 10,000/=	Acknowledged within 1 week; Final decision within 3 months
Registration of Packers	Duly filled "Form M" and requirements detailed there-in	- Registration: 5,000/= - Renewal: 2,000/=	Acknowledged within 1 week; Final decision within 3 months
Registration of Warehouseman	Duly filled "Form K" and requirements detailed there-in	- Registration: 20,000/= - Renewal: 10,000/=	Acknowledged within 1 week; Final decision within 3 months
Registration of Auction Organizer	Duly filled "Form X" and requirements detailed there-in	- Registration: 10,000/= - Renewal: 10,000/=	Acknowledged within 1 week; Final decision within 3 months
Registration & Authentication of tea exports	Duly filled "Form V" and requirements detailed there-in	Free	Within one (1) day
Registration & Authentication of tea imports	Duly filled "Form W" and requirements detailed there-in	Free	Within three (3) days

17. TEA DIRECTORATE SERVICE POINTS & CONTACTS

Compliments, complaints and any suggestions for the betterment of service delivery shall be addressed to the Head, Tea Directorate and other service points/offices listed here-below:-

Mombasa Branch Office

Tea House, Ngonyo Rd, Off Moi Avenue

P O Box 90346 - 80100, MOMBASA

Tel: +254-41-2314668/2313089

Email: infomsa@teaboard.or.ke; info@agricultureauthority.go.ke

Website: www.agricultureauthority.go.ke

West of Rift Field Office

Ndege Chai House, 1st Floor, Kericho-Nakuru Highway

P O Box 1615-20200, KERICHO

Tel: +254-52-30056; +254-202440652

Email: info@teaboard.or.ke; info@agricultureauthority.go.ke

Website: www.agricultureauthority.go.ke

East of Rift Field Office

Cylet Plaza, Kubukubu Rd, 3rd Floor, Rm4

P O Box 2745, EMBU

Tel: +254-202440652

Email: info@teaboard.or.ke; info@agricultureauthority.go.ke

Website: www.agricultureauthority.go.ke

Website: www.agricultureauthority.go.ke

Tea Directorate

Tea House, Naivasha Rd, off Ngong Rd

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