

TEA FLUENCERS

Empowering the Next Generation of Sri Lanka's Tea Industry Through Digital Storytelling, Innovation and Advocacy



Supported by

Solidaridad



Conceptualised by



Vision

To create a vibrant network of digitally empowered youth who inspire, educate and connect tea-growing communities while promoting sustainable and regenerative tea cultivation practices across Sri Lanka.

Mission

To support youth to become digital communicators, storytellers and innovators who promote good agricultural practices, climate resilience, regenerative agriculture and positive narratives about tea farming.

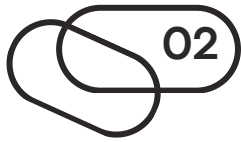
BACKGROUND

Sri Lanka's tea smallholding sector contributes significantly to national tea production and rural livelihoods. However, attracting and retaining young people in tea cultivation remains a growing challenge. At the same time, digital technology and social media provide unprecedented opportunities to connect farming communities with knowledge, markets and wider audiences.

The Tea Fluencers Programme, supported by Solidaridad and promoted by Nucleus Foundation in partnership with the Tea Small Holdings Development Authority (TSHDA), seeks to create a new generation of youth ambassadors for the tea sector. These Tea Fluencers are young people from tea-growing families and communities who combine practical knowledge of tea cultivation with digital communication skills.

The programme builds on social media and content creation training and is further strengthened through access to the new Digital Resource Centre Network established at Hanthana, Colombo and Galle.





STRATEGIC OBJECTIVES

WHAT WE AIM TO ACHIEVE



Increase youth engagement and pride in tea cultivation and tea-based livelihoods.



Create a digital knowledge-sharing ecosystem that complements TSHDA extension services.

Showcase successful tea farmers, innovators and community leaders.

Encourage adoption of regenerative agriculture, climate-smart practices and digital technologies.

Strengthen communication between tea smallholders, TSHDA, tea factories, researchers and market



TEA FLUENCER MODEL

1. DIGITAL STORYTELLERS

Producing short films, reels, podcasts, interviews, photo stories and social media content highlighting:

- Tea farming life
- Family farming traditions
- Women in tea
- Youth entrepreneurs
- Climate resilience practices
- Regenerative agriculture
- Tea innovation success stories



2. COMMUNITY KNOWLEDGE AMBASSADORS

Cluster Leaders to translate technical information into simple, engaging and locally relevant content. Topics may include:

- Soil health management
- Pruning and field management
- Climate adaptation
- Safe agrochemical practices
- Tea quality improvement
- Biodiversity conservation
- Digital agriculture tools



3. DIGITAL EXTENSION PARTNERS

Supporting outreach by:

- Documenting field demonstrations
- Broadcasting training programmes
- Live-streaming events
- Creating explainer videos
- Conducting interviews with experts



4. YOUTH ADVOCATES

Promoting tea as a modern, innovative and rewarding livelihood while inspiring the next generation to remain connected to tea-growing communities.



ROLE OF THE DIGITAL RESOURCE CENTRES



FACILITIES INCLUDE:

- Digital content studios
- Smart classrooms
- AI and AgriTech learning facilities
- Video editing stations
- Live streaming facilities
- Podcast and interview recording spaces
- Digital learning resources

The centres will become innovation laboratories where young people can create professional-quality content while accessing emerging technologies relevant to tea cultivation.



CONTENT THEMES

1

Tea & Tradition

Stories that celebrate tea-growing communities and cultural heritage.

2

Tea & Innovation

Showcasing digital agriculture, AI tools, weather monitoring systems, soil analysis technologies and emerging farming solutions.

3

Tea & Sustainability

Promoting regenerative agriculture and climate resilience practices.

4

Tea & Enterprise

Highlighting entrepreneurship, value addition and market opportunities.

5

Tea & People

Sharing human-interest stories from tea-growing families and communities.



The Tea Fluencer content strategy will focus on five pillars...



ACTIVITIES & OUTCOMES

Annual Activities

- Tea Fluencer Boot Camps
- Short Film Competitions
- Digital Storytelling Awards
- Social Media Challenges
- Podcast Series
- Youth Innovation Showcases
- Community Content Festivals
- International Tea Day Campaigns



**Growing Tea.
Sharing
Stories.
Shaping the
Future.**

Expected Outcomes

- Increased awareness of regenerative agriculture practices.
- Greater youth participation in the tea sector.
- Stronger visibility of tea smallholder communities.
- Enhanced digital literacy among rural youth.
- Improved knowledge transfer between institutions and farmers.
- A sustainable youth-led communication network supporting the transformation of Sri Lanka's tea industry.

Tea Fluencers are more than content creators, they are digital ambassadors supporting innovation and sustainability in Sri Lanka's tea smallholding sector.

