Contents

List of Figures vi
List of Tables viii
Series Editors’ Preface x
Acknowledgements xi
List of Abbreviations xiii

1 Introduction 1
2 Re-inserting Place and Institutions within Global Value Chain Analysis 27
3 How to Make a (South Indian) Cup of Tea or Coffee 66
4 The Institutional Environment of the South Indian Tea and Coffee Industries 107
5 Struggles over Labour and Livelihoods 130
6 Struggles over Environmental Governance in the Coffee Forests of Kodagu 162
7 Smallholder Engagement in Global Value Chains: Initiatives in the Nilgiris 186
8 Making a Living in the Global Economy: Institutional Environments and Value Chain Upgrading 210
9 Conclusion: What We Brewed 230

Appendix A: The Role of Managing Agents 240
Appendix B: The Operation and Intended Reform of South India’s Tea Auctions 241
Appendix C: Restructuring of Tata Tea’s Munnar Operations 246

Notes 248
Bibliography 263
Index 291