



# Fair Trade Forum - India



**Annual Report 2005 -06**

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**A Fair Trade workshop organised in Kochi, Kerala**



**A Fair Trade workshop organised in Kochi, Kerala**



## Secretary's Report

FTF-I could further strengthen its position as the national fair trade network during the last one year. We responded more to the diverse expectations of the fair trade stakeholders within India and abroad with the support of partner as well as member organizations. The membership, the real strength of the organization has considerably increased during the period, from 34 as on 1 March 2005 into 43 as on 31 March 2006. The increase in membership has added on to the responsibilities of the Forum.

Now we are working with more than 60000 artisans through our member organizations. Our commitment towards the fair trade partners has so far made us one of the potential consultants on the trade related issues especially aspects of market access in India.

Apart from the activities aimed at fair trade advocacy and lobbying, the areas of market access has become one of the most demanding tasks which poses very important for the Forum. We could orient its activities towards addressing task of market access during the last fiscal year. Within the frame work of the present project, we organized 3 workshops on market related topics which has resulted in a clearer understanding about the expectations by the members in this regard. The EU India SHARE project which started in the month of April 2005 was the most important among them since it deals with the concerns of quality and design in EU markets which offers the most promising consumer segment for the member organisations of FTF-I.

Potential models of domestic marketing are the other aspect on which the members are seriously deliberated upon. The experience of our members who are into domestic retail proves that the fair trade fraternity in India

see next page

can offer unmatched variety of products and make success stories in marketing within the country too. In this regard, I would like to appreciate our members and friends who whole-heartedly came forward to make this year's Social Development Fair a great success. We also realize that the demand for more action towards addressing the non-tariff barriers also is to be taken care of.

Our programmes aimed at fair trade advocacy, lobbying and alliance building were also succeeded in establishing as well as strengthening some important linkages with various development organizations and government departments. Let us expect more consideration for the fair trade fraternity among different stakeholders of development in the days to come. Our member organizations contributed considerable time and efforts towards making the World Fair Trade Day 2006 celebrations a great success.

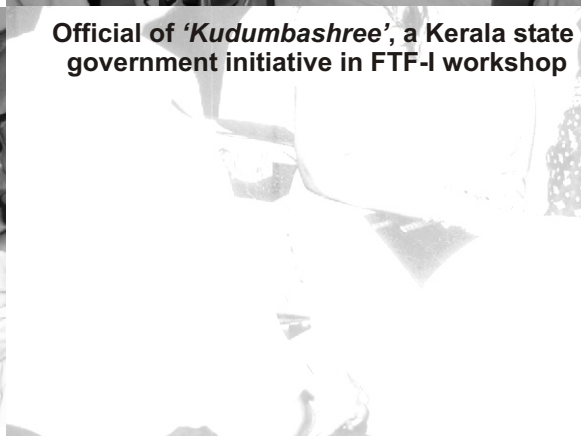
FTF-I could get wide acclaim as one of the best "national level fair trade networks" from our international partner organizations as well. The recognition as a committed and vibrant national platform helped us to strengthen our existing partnership with some of the development organizations besides paving way for new partnerships, which may bring in benefits for all or us in the long run. Above all, we could gather some constructive ideas about the future activities of the Forum, from our members, partners and friends through our activities. Some of them are being converted into actions in association with our fair trade partners.



**Mr. Rudi Dalvai,  
President, IFAT  
at FTF-I's office**



**Official of 'Kudumbashree', a Kerala state  
government initiative in FTF-I workshop**







An artisan at work in EMA, Kolkata



## President's Note

While being terribly busy during the 6th year, we have considerable achievements to show in some of the important arenas of fair trade such as market access, fair trade adherence and most importantly in terms of visibility.

But I consider our emergence, as one of the best national forums is the most important achievement during the year. Because besides our usual tasks as a network of fair trade organizations, we could take up some of the important policy issues related to labeling and membership with the global IFAT through a series of dialogues, reflecting the concerns of the genuine fair trade partners of the developing world. Our stand in this regard got wide acclaims on various platforms through out the year.

Our efforts for visibility have also fetched considerable benefits as we could get attention from other development partners as well as from media. Our present strategy to give more attention to alliance building and visibility is a result of the suggestions came up from various stakeholders. We plan to give more attention to take fair trade to Indian masses.

We could make a three-pronged strategy for our market access initiatives. One is the present attention being given to participate in the IHGFs and trade fairs of importance in importing countries, visits to fair trade & mainstream markets and prominent shopping centers & outstanding stores in European countries. The second is exploration of the scope for E-commerce. The third, and most important, is participation in more domestic marketing initiatives and organizing social development fairs & fair trade fairs

In spite of having an obvious unmanageable shortage of working hands in the National Secretariat the forum was able to hold a large number of successful programmes of grassroots importance to the tune of one programme each week on an average, throughout the year. Above all our commitment to fair trade and the efforts for fair trade adherence is also given added attention. We have already taken initial efforts for a long-term decentralized action in this regard with our partner organizations within and outside the country.

This was possible only due to the active interest and good cooperation of the members of the forum, the hard work undertaken by the Secretariat staff and the time & wisdom devoted by the members of the executive committee. The all round harmony and goodwill among all fields of the forum proved of course the most important. We are highly thankful to our partners HIVOS, DC (H) Ministry of Textiles, European Union and Oxfam GB in India for their valuable contribution and guidance in making the fair trade in India and FTF-I stronger and more effective.

Shyam S. Sharma Ph.D.

# Partners

We are continuing with the present partners in addition to the new partnerships established during the year with some of government as well as development organizations. The new partnering initiatives, made FTF-I handy with new opportunities to improve the capacity of the producers working with the member organizations, in the crucial areas of business like market access, product as well as social quality.

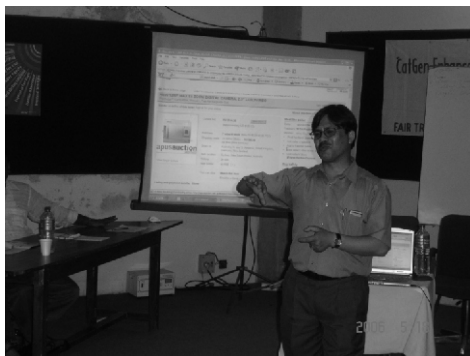
Besides this, the important need of visibility too was addressed with the valuable support of partners as well as like-minded NGOs and lobbying groups. More recognition among the international fair trade partners was also realized during the year. HIVOS, European Union, , Oxfam and O/o Development Commissioner of Handicrafts are the present partner organizations of FTF-I We would like to extend our sincere gratitude to our partner organisations for their support and guidance.



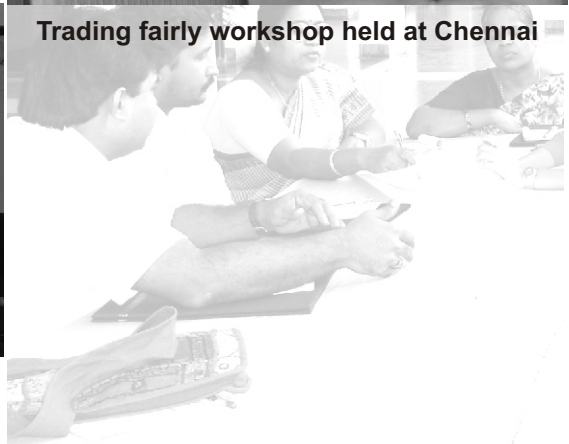
A project appraisal meeting with HIVOS



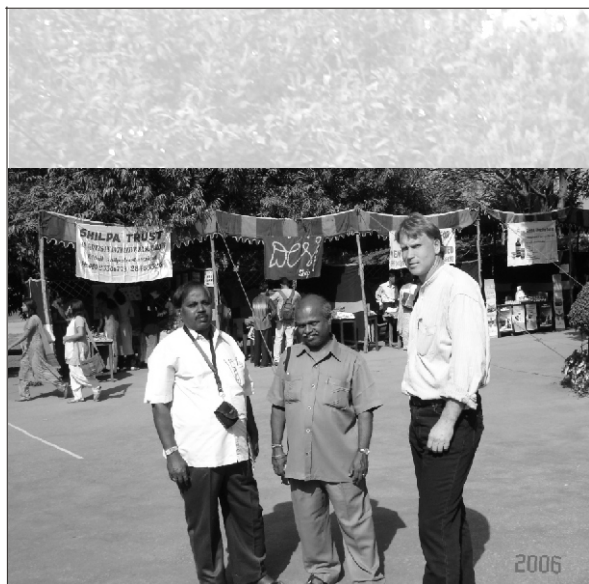
Trading fairly workshop held at Chennai



E-commerce workshop organised by FTF-I & PEOPLELink







**A Fair Trade display organised at Christ College, Bangalore**



**FTF-I southern regional workshop organised in Kochi, Kerala**



## Advocacy, Alliance & Awareness building

The organization has realized the role of building up a wider alliance aimed at understanding and reacting to the development needs of the grassroots' concerns in its totality. The dual task of establishing a wider alliance with other alternative development organisations was given a new impetus during the year. Many partnerships aimed at supporting and expanding the present income generation strategies within and outside the committed fair trade market was also established as part of consistent efforts. Obtaining visibility for fair trade initiatives and the social issues being addressed by fair trade organisations was one of the priorities during the last year and we could succeed in it to a large extend.

During the year, we could reach out to Union Ministries of Culture, Planning and Trade. Some of the autonomous government agencies to which we continued contacts during the year includes CAPART, the Planning Commission of India, O/o Development Commissioner of Handicrafts, NISTADS, NISBUD and COHANDS.

The influence of fair trade values is not confined to the sphere of trade and business alone. The government



**Students in the Fair Trade Day celebrations in Christ College Bangalore**

## Advocacy contd.

and other development agencies are also looking for FT inputs to ensure that the national policies, planning, resource allocation and implementation are resulting in the planned outcomes in terms of measurable impacts on the socio-economic conditions of the marginalized.

Four workshops on advocacy and lobbying was organized during the year in partnership with HIVOS which was helpful to establish linkages with various development partners as well as increasing the visibility of fair trade among consumers and the media.

Besides the workshops, we could take up a number of fair trade advocacy initiatives among different stakeholders of trade and business such as chambers of commerce, BDS providers working in the areas like affordable technology as well as organizations who are connected with trade policy level initiatives.

One of the important achievements of the year was the visibility created among some of important universities and professional education institutions. Three of the fair trade advocacy workshops were organized in association with various professional educational institutions. The linkages established as part of the workshop will be helpful in bringing the fair trade curriculum plan forward.

Mr. Rishi Chahal,  
President, FTFI  
at FTFI's office



A Fair Trade campaigner in a FTF-I programme



A Fair Trade campaigner in a FTF-I programme



A fair trade awareness workshop organized in a leading business school in Chennai







A session with NGOs



## Capacity Building

The present programmes covers design development, quality awareness, legislation/ mandatory/ voluntary requirements of major fair trade markets and fair trade adherence. Some of the capacity building programmes facilitated by FTF-I during the year include exposure visit to major fair trade markets as well as learning opportunities from mainstream professionals.

The capacity building initiatives organized so far also acts as one of the important tools for expanding the outreach of fair trade among different stakeholders within and out side the fair trade fraternity. The present capacity building programmes includes EU India SHARE supported by European Union, fair trade strengthening programmes supported by HIVOS, design development programmes supported by O/o Development Commissioner of Handicrafts- Ministry of Textiles.

This year, the fair trade strengthening workshops organized with the support of HIVOS gave more attention towards addressing the need to explore a wider market for fair trade products. Carol Wills, Honorary Chairperson, the British Association of Fair Trade Shops was the chief facilitator of one of the workshops. A strong suggestion for expanding capacity building programmes for domestic market promotion has also come up as part of the workshop.



A workshop organised with the support of DC(H) at Bangalore

# Efforts in food sector

At times, handicrafts hold nearly 90% of the fair trade business from India. But demand of fair trade partners from some of most promising markets for fair trade food sources is increasing and some of the member organizations of FTF-I have already started responding to it in an effective way. In the year 2004-05 FTF-I, in partnership with Oxfam GB South Asia, started organizing a series of workshops towards building up an informal network of food producers.

During the year 2005-06 four workshops were organized in four regions of India. The workshops tried to match between products and fair trade market requirements besides exploring major fair trade issues like realistic strategies to address the issues such as policy barriers which creates hassles for just and fair trade in food. Some of issues addressed in the workshop includes quality norms, non tariff barriers, value addition and marketing strategies. The workshops helped us to establish an informal network of food producers in four regions of India. All together about 50 potential food producers were identified as part of the workshop.

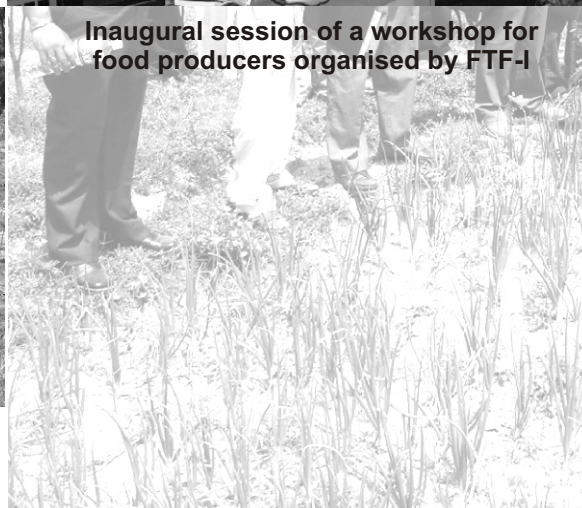


**A women's group displaying food products in a workshop organised by FTF-I**



**Inaugural session of a workshop for food producers organised by FTF-I**

**A field visit to 'Navadanya' Dehradun**





## EU India SHARE

EU India Sharing Handicrafts Artisans Resource Exchange (EU India SHARE) supported by the European Union is implemented in partnership with FTA-The Netherlands and Traidcraft Exchange-UK. Thirty-three Indian fair trade partner organizations from India are getting benefited from the project. This includes nineteen member organizations of FTF-I as well.

The project was started in April 2005 with a kick off seminar. Studies on 'market trends, designs/ style preferences & fashion accessories,' another on 'interior accessories' and EU legislations/ requirements relevant to handicrafts were conducted under the project. Based on the studies, two workshops were organized in the month of September. A marketing/ logistics trip to major fair trade markets and market-sourcing events in selected EU countries is also being organised under the project.



**Inauguration of the project "EU India Quality Improvement & Sustainable Design Network" (EU-India SHARE)**



**Participants at work in the kick off seminar of EU-India SHARE**



**Ms. Kerstin Lindberg, Project Manager, EU Delegation in EU-India SHARE workshop**

# Market Access

FTF-I facilitated participation of its members in two major international market sourcing events for handicrafts IHGF

Autumn and Spring 2006. In addition to this direct initiatives aimed at market access, a host of activities are going on towards preparing the member organizations to stay as well as go ahead in the market. Six member organisations were given opportunity to participate in the Autumn fair while 10 took part in the Spring fair. The fairs were moderate success in terms of the volume of the business generated.

We could also put a number of efforts in domestic marketing as well. The Social Development Fair organized in Kolkata in the month of November 2006 was a milestone in our domestic marketing initiatives. Fifty-four participants mainly FTF-I member as well as NGOs, was a great success. Most of the participants got amazing sales. The Fair was also success in terms of media attention generated. The SDF helped to combine selling and visibility actions simultaneously. The fair also helped the producers to find out the consumer preferences in the domestic market.

FTF-I was also invited to participate in the India Handicrafts and Gifts Sourcing Show organized by COHANDS and O/o the Development Commissioner of Handicrafts.



Products displayed in IHGF



Mr. Sanjay Agarwal IAS,  
Development Commissioner of Handicraft  
in the FTF-I stand in IHGF

Participants  
in the IHGF







World Fair Trade Day celebrations 2005



World Fair Trade Day celebrations 2005 organised in Mumbai



## World Fair Trade Day

A series of public functions, campaigns, cultural programmes and artisans' meets were organized by FTF-I from 14<sup>th</sup> May, the World Fair Trade Day to 28<sup>th</sup> May 2005, as part of Fair Trade Fortnight celebrations, in all the four fair trade regions of India. The Fortnight was highly successful in publicizing the fair trade concept and standards to people from different walks of life. The programmes organized as part of the Fortnight highlighted the achievements of fair trade as the successful alternative in providing sustainable market linkage to the excluded grassroots producers and artisans. On 14<sup>th</sup> May, the World Fair Trade Day, the programmes organized at Kolkata and Mumbai marked the beginning of the fortnight and it was concluded with a gala cultural event organized at New Delhi on May 28<sup>th</sup>.

A Cultural evening and public function was organized on May 28<sup>th</sup> on conclusion of Fair Trade Fortnight, 2005 at Dilli Haat, New Delhi. Shri. K. Jayakumar IAS, Joint Secretary, Department of Culture, Government of India, was the chief guest. Prof. Shyam S. Sharma, President of FTF-I chaired the public function. Fair Trade Day" message sent by Mr. M. V. Rajashekharan, Hon'ble Minister of State for Planning was also read out in the ceremony. The other dignitaries who attended the concluding ceremony include Dr. Lalit Kumar, Deputy Advisor, Planning Commission, Pandit Sajjan Mishra, eminent Hindustani Musician and Mr. Robin Koshy, Centre for Trade & Development (Centad). Eminent danseuses Padma Shri Guru Shovana Narayan and Ruby Mishra presented kathak. Punjabi, Rajasthani and Gujarati folk performances and music followed it.



## World Fair Trade Day contd

At Kolkata, a public function and cultural evening was organized on May 14<sup>th</sup> 2005, marking the beginning of the Fair Trade Fortnight. Sasha, Silence, SKVIS, CSWS, Ushagram and MKS, member organizations of FTF-I, hosted the programme jointly. Mr. Sanjiv Nandwani (Executive Director CAPEXIL) inaugurated the programme. Dr. Ranjan Mitter, Professor, IIM was the chief guest. Shri Prakriti Roy, founder of SKVIS was the guest of honour. Eminent theater artist Usha Ganguly performed a thematic play. It was followed by a fair trade fashion show, which displayed the works of artisans from Fair Trade organizations of eastern region. There were cultural programmes presented by Sasha, MKS and Silence based on the theme of World Fair Trade Day 2005. At Mumbai, the celebrated on 14<sup>th</sup> May 2005, by conferring awards (for following fair Trade practices) to six upcoming and socially committed producers, at a public function hosted by Asha Handicrafts Association. Dr. Abraham Mathai, Chairman, State Minorities Commission, Government of Maharashtra was the chief guest. Mr. Subash Gogia, Secretary, Council of Fair Business Practices, spoke on the concept of fair trade. Cultural programmes including orchestra and folk dances followed the public function.

Trade Forum-India (Northern Region)  
Concluding Ceremony of Fair Trade Fortnight  
28<sup>th</sup> May 2005 (from 5.30 p.m. to 9.00 p.m.)  
Public Function  
Guest: Mr. K. Jayakumar (IAS), Joint Secretary, Ministry of Culture  
Organised by  
PADMASHREE GURU SHOVARA NARAYAN & RUBY MISHRA  
National Fair Trade Producers' Group



World Fair Trade Day celebrations 2005 organised in Kolkata



World Fair Trade Day celebrations 2005 organised in New Delhi







## Information, Education & Communization

Posters and display materials were developed in English, Hindi and some of the regional languages and the materials were widely used in the campaigns organised during the Fair Trade Fortnight celebrations. FTF-I newsletter was also regularized aiming at dissemination of information about FTF-I activities and fair trade. A mailing list of NGOs, universities, development organizations and government departments was developed and established regular contacts by sending the newsletter and other communication materials. We have also started giving email updates of the programmes organized by Fair Trade Forum India to partner, member organizations as well as friendly organizations. We could take up some of the important fair trade issues through vernakular language press as well as part of our regional programmes.



# Fair Trade curriculum

Some of the prominent universities and management schools expressed interest in making Fair Trade a part of their curriculum for as business studies at graduate as well as postgraduate levels. The Forum also find it as one of the important potential areas to publicize the concept of fair trade.

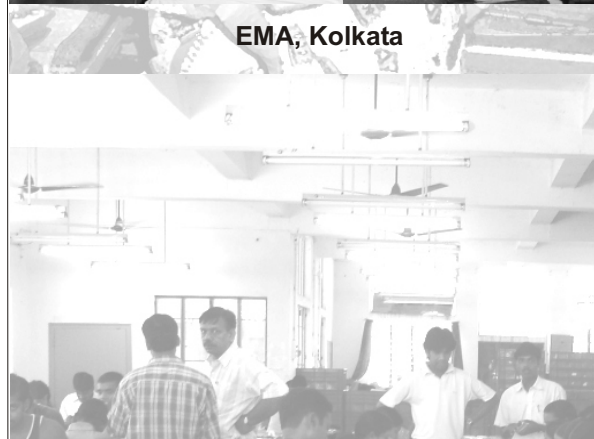
A project to develop a fair trade curriculum was conceptualized and presented in April 2005 by Carol Wills, former ED, IFAT. An improvised version of it was further submitted before the National Convention of FTF-I for further discussions. On the basis of this, a plan was chalked out to develop a curriculum for graduate and master courses. A simplified version of it will be developed for non formal education as well-formal education as well







EMA, Kolkata



CSWS, Midnapore

## Field Visits

The visits helped to study the efforts being imparted by the member organisations to build up understanding about fair trade adherence among fair trade partner organisations from India. It also helps to identify the areas where capacity building initiatives related to technical development and design are to be organized. We could closely observe the changes being made by fair trade in the lives of the producer community. It also helped to understand the credentials of potential member organizations besides helping to build up a wider network of like minded NGOs through out the country.



CSWS, Midnapore

# Responses

During the year, we received queries from a number of organizations including international NGOs, global fair trade partners, government departments/agencies and many Indian organisations as a result of

the growing visibility of fair trade in India.

During the year we received invitations from COHANDS regarding market access programmes related to the grassroots. The Planning Commission of India also invited us in various consultations related to sustainable development aimed at the

development of the grassroots.

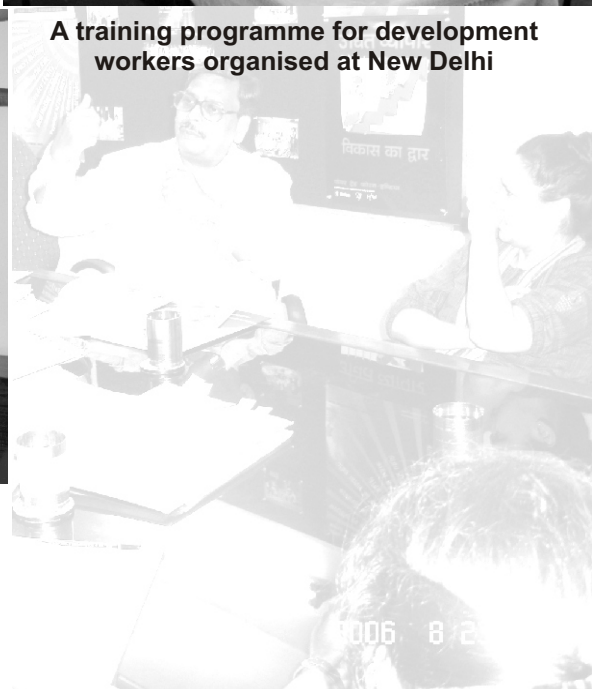
The important among the responses includes the invitation received from the Planning Commission of India to submit suggestions on the approach paper of the 11<sup>th</sup> Five Year Plan. President of FTF-I participated in the consultation session organized by the Planning Commission in New Delhi. Representative of FTF-members participated also in the consultation sessions organized in other regions of India.



**A Fair Trade workshop organised at Pondicherry**



**A training programme for development workers organised at New Delhi**







Inauguration of National Convention 2005



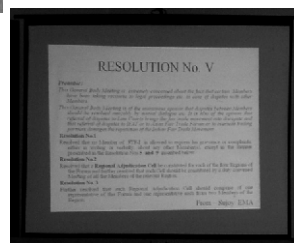
National Convention 2005

## National Convention

The National Convention is one of the most important among the present activities since it facilitates participatory analysis and planning of the activities. Sharing of fair trade experiences, which is diverse and vast, helps the Forum to understand the issues in its totality. This year the Convention was organized in Kolkata from 6-8 November 2005. The Convention helped to explore solutions for the common concerns while making solidarity between the Indian fair Trade organizations stronger. Forty delegates from various member organizations of Fair Trade Forum India participated in the convention. The convention submitted a draft strategic plan before the AGM for consideration. The convention suggested a three year strategy for 'networking', 'marketing, visibility & outreach for fair trade concept' and 'education & advocacy.'

## Annual general Meeting

The 5<sup>th</sup> Annual general Meeting was organized in Kolkata in 8 November 2005. The AGM gave approval to the suggestion for amendments in the Memorandum and Byelaws of the Forum towards bringing in more functional flexibility to the organisation. A strategic plan of future FTF-I activities for the next three years was also approved the convention with inputs from the member organizations.

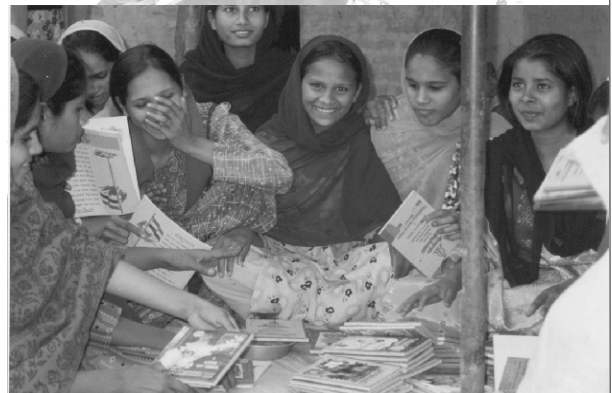


# Membership

During the year the membership was increased to 43. The year witnessed amazing rise in the number of membership queries received. As the social value added by fair trade is becoming a determinant of consumer choice in the market, the producers irrespective of size and segments are seeking alliance with fair trade movement. More than a dozen queries for membership are under various stages of processing as on the closing date of the year. At present among the members 37 are purely craft producing organizations. Six organizations are into production of food products as well. Through our member organisations we are working with various excluded sections of the society such as differently able, rehabilitated victims of industrial disasters, migrants and cured leprosy patients. More than 75% of the producers working with the Indian fair trade partner organisations are women. Besides the income generation activities, our member organisations took up community development activities such as running of non-formal schools and vocational education institutions. Some of the organisations organised health awareness programmes and campaigns. Our member organizations in the southern region are actively working in the livelihood restoration programmes for the tsunami affected people in the Tamilnadu and Andhra Pradesh.



National Convention 2005



A Fair Trade producer group in the interiors of Uttar Pradesh



National Convention 2005







## Resource Centre

We could build up the Resource Center with a general reference section, product & design development as well as marketing & management education section. Topics related to economic, social and trade related issues are included in the general reference section. Besides this we have also collected training materials from some of the local and external business service providers. We are also developing a data bank of products, income generation as well community development activities being organised the Indian fair trade partner organizations in India .

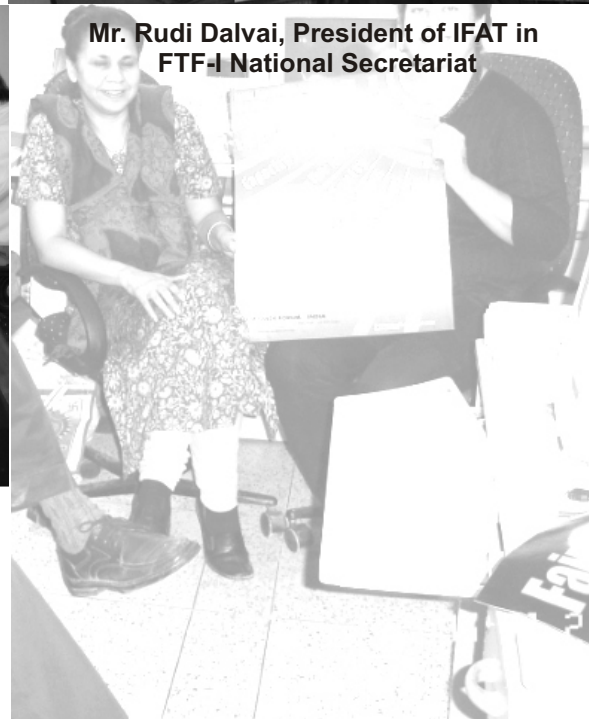


# Visitors

The visitors to FTF-I during the year includes Rudi Dalvai, President, IFAT, Carol Wills, former Executive Director, IFAT, T. Muralidharan, Economic Programme officer, HIVOS, Bob Chase, Director, Serrv International, with Ms. Martina Michel, Member Relations Officer, Fair Trade Labeling Organisation International (FLO). Besides them representatives from major fair trade organizations such as FTA-The Netherlands, GEPA-Germany, Traidcraft UK, Citizen Dream- The Netherlands, Oxfam-Australia, Ten Thousand Villages-USA and Ten Thousand Villages-Canada, also visited the national secretariat of FTF-I. Officials from various government departments such as Union Ministry of Textiles, NABARD, O/o Development Commissioner of Handicrafts, COHANDS too visited FTF-I during the year

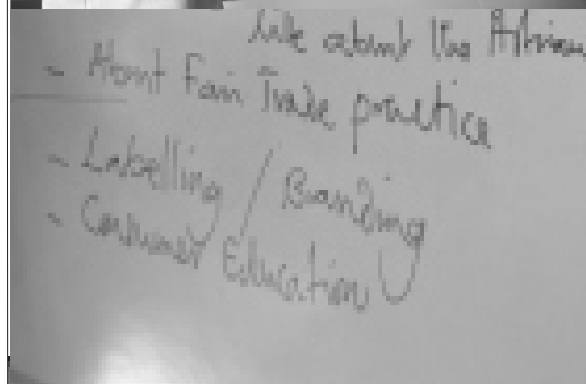


**Mr. Rudi Dalvai, President of IFAT in FTF-I National Secretariat**



**Membership officer of FLO in FTF-I National Secretariat**





## Staff Training

The first training session was organized to improve the system within the secretariat. The workshop helped the staff members to get improved understanding about planning as well as prioritizing the future activities.

The second session gave inputs on documentation, assessment and evaluation of activities organized by the Forum.



# Executive Committee

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