



Fair Trade Forum - India

Fair Trade Forum – India

Annual report 2009 -2010

Market Facilitation

As the awareness about sustainable strategies in trade and consumption is increasing in India, FTF-I would help Fair Trade partners to reach out to the potential consumers in India.

At present the major components of our market facilitation are two, one is 'Fair Trade branding', initially for the shops owned by Fair Trade organisations in India and organising domestic marketing events such 'Fair Trade Fairs'.

Fair Trade Fair
22nd to 25th October
2010 at Ice Skating
Rink



FTF-I organises Fair Trade Fairs, every year to provide domestic retailing and Fair Trade dissemination opportunities to the producer groups. This year we tried to get maximum possible leverage from Fair Trade Fairs by organising it in two cities in partnership with Sasha, Kolkata, IRFT and creative Handicrafts, Mumbai.

The first one was organised at Kolkata from 22nd – 25th October 2010 at Ice Skating Rink, a prominent location which is also famous for retail Fairs. There were fifty stalls and twenty three FTF-I member organisations took part in the Fair.

Fair Trade Fair
22nd to 25th October
2010 at Ice Skating
Rink



The Fair Trade Fair in Mumbai was organised from 1st to 7th February 2010 at Prince of Wales Museum. The Fair was jointly organised by Sasha, Creative Handicrafts and International Resources for Fairer Trade.

In addition to the Fairs organised, our artisans actively participated in the Ode to Earth Exhibition, organised by Access Development Services, New Delhi. Ten producer groups from Fair Trade Forum – India took part in the Fair.

Ode to Earth
New Delhi



Many of the organizations have been able to give adequate attention to domestic marketing. Due to this reason, the domestic front showed a slight growth during the year. At present an average of 10% of the collective turnover of Indian Fair Trade organizations and its Producer groups comes from domestic sales.

Fair Trade Promotion

A seminar on 'Climate Change, Fair Trade and its Impact on Human Life' was organized in collaboration with CENTAD (Consortium for Trade & Development). Pushpanjali Handicrafts was the host organization of the seminar. FTF-I also took part in the Global Drum Beat at a ceremony organized at Agra.

CEO s' Workshop
Organised at MDI,
New Delhi



The national level 'Beat Climate Change, Beat a Drum' evening was organized at Dilli Haat, New Delhi. Representatives from development organizations, NGOs, various ethical and Fair Trade organizations took part in the ceremony.

Alliance Building & Advocacy

This year, we could reach out to several new potential stakeholders from areas such as Micro-Finance and Corporate Sector. Several leading Development organizations participated in an Alliance Building workshop organized in Bhubaneswar, Orissa. Through the programs we could identify potential partners who can associate with Fair Trade movement at various levels.

The challenges and scope for Fair Trade intervention on the issue such as 'Sustainable Development', 'Social Marketing', 'Inclusive Development' and 'Fair Trade organizational labeling' were discussed in the Alliance Building programs.

Alliance Building Programs

- Workshop for the Quality Managers & Facilitators on SFTMS on 1st March 2009, Kolkata
- External Stakeholders Meeting on SFTMS on 25th May 2009, New Delhi
- Seminar on 'Climate change, fair trade and its impact on human lives' (in collaboration with CENTAD) on 9th May 2009, Agra
- World Fair Trade Day celebration – 'Beat Climate Change, Beat a Drum' on 10th May 2009, New Delhi
- Roundtable on 'Partnership for Sustainable Progress' in collaboration with MDI on 28th August 2009, Gurgaon
- Roundtable on Inclusive Development - Road Ahead on 15th December 2009, Gurgaon
- Roundtable on 'Inclusive Development & Fair Trade' on 4th February 2010, Bhubaneswar

During the year FTF-I organized 20 Campus Outreach programs in different regions of India. The students and academicians participated in the programs were mainly from Social Work, Business Studies and design departments of various universities.

Campus Outreach Program WLC College, Bangalore



Fair Trade Awareness Programs in Campuses

- Deen Dayal Upadhyaya College,
Delhi on 24th August 2009
- Management Development Institute,
Gurgaon on 9th August 2009
- Miranda House College,
Delhi, in September 2009
- Jiwaji University
Gwalior, on 7th December 2009
- SHRISHTI School of Art, Design & Technology,
Bangalore on 13th March 2010
- WLC College India,
Bangalore on 12th March 2010,
- WLC College India,
Kolkata on 23rd February 2010,
- ASMITA College,
Mumbai on 10th March 2010
- Nirmala Niketan College of Social Work
Mumbai on 27th March 2010
- IGNOU,
New Delhi on 26th March 2010
- British School,
New Delhi in July 2010
- Lakshmi Marappan Arts & Science,
Vellore on 3rd February 2010
- Marudhar Kesari Jain College for Women,
Vellore on 22nd February 2010
- Mazharul Uloom College,
Vellore on 23rd February 2010
- Dr.Major Syed Shahabudeen College,
Vellore on 23rd February 2010
- E.R.K. Arts & Science College
Dhramapuri on 24th February 2010
- Muthu Mase Arts AND Science College,
Harur on 26th February 2010

- Chettinad College of Arts & Science
Tiruchirappalli on 8th March 2010
- The New College
Chennai on 10th March 2010
- St. Joseph College of Arts & Science
Chennai, 11th March 2010

**Campus Outreach
Program**
With IGNOU,
New Delhi



Capacity Building

Fair Trade Forum – India has organized several capacity building initiatives to help the organizations to prepare several challenges related to market expansion. It includes programs related to 'Fair Trade adherence building' and 'over all capacity building'.

We could also try to identify and support socially responsible organizations in food sector during the year and many of them have already joined FTF-I as members. Several among them are at various stages of getting membership.

**Fair Trade Food
Workshop
Bangalore**



SFTMS workshop

SFTMS workshop for the Quality Managers and Facilitators of 11 pilots was organized in Kolkata on 27th, 28th February and 1st March in Kolkata. The basic objective of this workshop was to orient and make the quality managers and facilitators to understand about SFTMS and to obtain commitment from the FTOs who are implementing the pilots

SFTMS Workshop

Workshop



Businesses planning of three organizations were initiated and a pilot was organized at “Sadhna” this year. The organizations benefited under this are SADHNA, SABALA and FTCL. Management or Business Experts empanelled with FTF-I visited the organizations will continue to help these organizations with further advices and support.

Fair Trade Plus

Fair Trade Plus has many “firsts” to its credit. Firstly, the first of its kind project in Fair Trade, which reaches out to grassroots level producers – artisans/ farmers through nine trained **trainers**, with the back up support of authentic information in the form of a '**Fair Trade Tool Kit.**'

Fair Trade Plus

Good Service Providers' Workshop



The project, a joint initiative by **Traidcraft Exchange-UK, Fair Trade Forum – India and FAKT-Germany**, was launched in June 2007. With the ‘Dissemination Workshop’ organized in the last week of February 2010, the project concluded ‘formally’. The project was supported by the **European Commission**.

Fair Trade Plus
Producers’ workshop
at Inner Reflection,
Puducherry



But with the ever-growing charm of Fair Trade, due to the increased demand for “Fairness” from the market, the activities organized under the project will continue. FTF-I decided to update the tool kit, further hone the skills of trainers, motivate the potential trainers identified at the producers' level, more and getting help from more Fair Trade visionaries towards extending market opportunities as well as dignified income to the more producers.

Fair Trade Plus
Producers’ workshop
organised at Pulicat
Palmleaf Society



The task of successfully organizing over hundred producers' level Fair Trade Plus workshops, was enthusiastically taken up by the trainers during the last one year. Before that, the '**Baseline Survey**', '**Trading Fairly workshops**,' '**Training of Trainers (ToT)**', '**Field Visits**' and the '**EU market visit**' were also organised in the most effective way. Kudos to all - the project team, **the mentors**, the trainers and above all the producers as well as the Fair Trade organizations in India for taking out this wonderful effort called **Fair Trade Plus**.

Membership

The membership of FTF-I has increased to 74 during the year. The entry audit and pre-audit orientation sessions were organized in the organizations, which had applied for membership with the help of the trainers and PCI coaches empanelled with us. During the year the membership process was organised with the support of the regional consultants for entry audits. Towards expanding the scope of Fair Trade, FTF-I would like to develop a set of standards for retail organisations as well.

Producers of EMA
Workshop



Fair Trade Networking

The efforts to strengthen the relationships between global and regional networks has brought favorable results as the membership process for WFTO Asia membership is now completely routed through FTF-I. With regard to the membership in the global body, FTF-I is consulted on case to case basis. Mr. Paul Myers, the President of WFTO and Ms. Ramona Ramos, Executive Director, WFTO-Asia visited Fair Trade Forum – India during the year. It is also worthwhile to say that FTF-I has taken the responsibility of 11 pilot projects under the Sustainable Fair Trade Management System (SFTMS). Mr. lytha Mallikarjuna, Executive Director represented FTF-I in the WFTO and WFTO-Asia conferences as well.

World Fair Trade Day
Paul Myers, President
WFTO at World Fair
Trade Beating Drum
at New Delhi



Mr. Satyabrata Roy Bardhan, Vice President FTF-I and Mr. Jayakumar, Program Manager participated in the Regional Advocacy Workshop organized by WFTO Asia in Dhaka. FTF-I shared best practices of advocacy including experiences of 'Fair Trade clubs' and 'Alliance Building' programs with the participants. The FTF-I representatives also visited the office and producer groups of Jute Works, Dhaka.

Fair Wage Policy

FTF-I is trying to evolve a Fair Wage policy to help Fair Trade organizations to build up their Fair Trade credentials. To this extent FTF-I have already formed a working group and collection of information about the concerns and best practices regarding this is going on now. A workshop to discuss this is also planned under the Fair Trade Alliance building programs.

Fair Tourism

Five delegations visited India under the Fair Tourism facilitation program being organized Fair Trade Forum – India. It includes groups from Italy, USA and Yemen. The groups from Italy, visited various places of interest under the northern-regional package. The other two groups, which were also into study on Indian Fair Trade were given Fair Trade orientation sessions by the panel of trainers associated with FTF-I.

NS Expansion

During the year the National Secretariat team of FTF-I was expanded with the recruitment of three female staff. It helped strengthen the program and administration divisions.

National Convention

The 10th National Convention of Fair Trade Forum – India was organised on the theme “Building Fair Trade Brand in India through Collaborative Approaches” at MDI (Management Development Institute), New Delhi. Nearly hundred delegates including CEOs, Senior Managers and producers participated in the Convention. Mr. Chandra Prasad Kachipati, President of WFTO-Asia inaugurated. Ms. Carol Wills, former Executive Director, WFTO, Ms. Maveen Periera, South Asia Head – Traidcraft Exchange, Ms. Lakshmi Menon Bhatia, Director, ETI-UK & Director, Global Partnership-GAP, Prof. B. S. Sahay, Director, MDI, Gurgaon and Mr. Mattia Prayer Galletti, Country Programme Manager, Asia Division and the Pacific, IFAD, Rome were the guests of honour in the inaugural ceremony.

**National Convention
2010**
Carol Wills speaking
at NC 2009
New Delhi



Expert-led sessions on ‘branding’, ‘web-based solutions for marketing’, ‘SFTMS’, ‘Taxation related issues for Indian FTOs’, ‘REACH Standards’ and ‘Domestic Marketing’ were organised in the Convention. Expert panellists who led various sessions include Mr. Lucas Caldiera, Independent Director, WFTO, Mr. Vip Kumar, Associate Member, WFTO, Prof. Nien Saio, Prof. Ambika Magotra & Team from Pearl Academy of Fashion, Mr. Harsh Jaitely, VANI, Prof. Ashok Kapoor, MDI, Prof. Neelu Bhullar, MDI and Mr. Surendra, User Support Manager, Open Entry, USA..

New Projects

ProSustain Promoting Fair Trade & Sustainable Consumption

The **specific objective** of the project ProSustain is to “create a consumer market for Fair Trade products in India that measurably contributes to the improvement of rural livelihoods and provides farmers and artisans with the resources necessary to follow environmentally sustainable production practices”. This will help to create more markets for the products made by grassroots artisans and farmers which would ultimately contribute to poverty alleviation in India. The project is funded by the European Union. A commonly-branded network of ‘Fair Trade’ shops, initially 20 shops, will be developed under the project for selling Fair Trade products under the project. ‘Fair Trade promotion among young consumers,’ ‘developing Fair Trade-corporate partnerships’ and ‘intervening at policy level to extend dignified and sustainable livelihood for the grassroots producers in India,’ are the other important activities planned under the project.

Fair Trade Cotton

Fair Trade Supply chain in India & Nepal

The project is aimed at contributing sustainable development through fair trade intervention in the cotton sector in India and Nepal. A Continuous Sustainable Management System (CSMS) will be developed under the project to promote closer linkages and trade enhancement to promote sustainable production in the organic cotton sector. The project is funded by the European Union.

Fair Trade Cotton

Kick Off Seminar



Partners



FORMAPER

MILAN CHAMBER
OF COMMERCE INDUSTRY
CRAFT AND AGRICULTURE



Secretary's Note

The year 2009 – 10 turned out to be challenging for all of us. The impact of economic recession continued to prevail. In spite of our efforts most of us were not able to increase our overseas sales. We took domestic market initiatives more seriously. And many of our members were able to expand their existing domestic market presence.

Our efforts to promote Fair Trade in India, received positive responses, especially from media, other development organisations and various government organisations. We were able to launch the new initiatives such as 'ProSustain' with the support from European Union and HIVOS, to promote Fair Trade in India. We hope this will help Indian Fair Trade organisations to expand their business in India in future.

Ms. Moon Sharma
Secretary, FTF-I



Some steps to explore domestic marketing opportunities were also taken by the forum such as Fair Trade Fairs and participation in other exhibitions.

Several meetings to build up alliances for Fair Trade was also organised during the year. Issues such as Fair Trade labelling, Climate Change & Trade, Sustainable Development and Inclusive Finance were organised through which we reached out to several stakeholders such as IFAD and DFID. More visibility among development organisations and CSR partners was achieved through

these efforts. We started to work with some of the prestigious educational institutions such as Weign & Leigh College. We also reached out to 20 colleges under the Alliance building program.

Twenty Five organisations working in agriculture sector were identified under the Fair Connect project towards expanding our partnership.

We started facilitation of 11 pilot projects under the Sustainable Fair Trade Management System. In Kolkata we could organise a workshop for the Facilitators and Quality Managers. FTF-I is also monitoring the progress of the projects.

Under the Fair Trade Plus project, we could successfully complete training for 118 producer groups. Four regional level MSE support workshops and a national level CEOs workshop were also organised under the project.

Our efforts to support new and emerging organisations and Fair Tourism initiatives continued.

The National Secretariat was restructured. Efforts build up more resources is continuing with the help of expanded staff team. Two new projects 'ProSustain' and 'Fair Trade Supply Chain for Cotton' were launched during the year.

It was also the year of great loss, for me as well as for the Fair Trade fraternity when we lost Prof. Shyam S. Sharma in December 2009. I would like to conclude with an excerpt from his last incomplete message which he had to deliver during the last National Convention of FTF-I, "Let us be fully transparent, fully committed and fully prepared to do all which is needed to do good to our grassroots and to make all efforts at our command that soon the whole trade transformed into Fair Trade. Let us be united together the whole strength of the humanity to make our producers to win the existing market, create new markets and to bring prosperity to those who have been waiting for a better living for long"

Moon Sharma
Secretary

Executive Committee

Ms. ROOPA MEHTA
President

Ms. MALLAMMA S YALAWAR
Treasurer

Mr. SATYABRATA ROY BARDHAN
Vice President

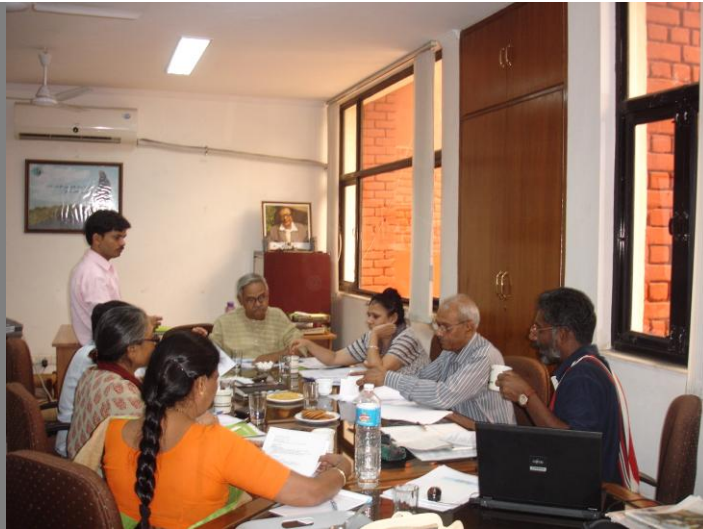
Mr. MATHEW JOHN
Member

Ms. MOON SHARMA
Secretary

Mr. JOHNY JOSEPH
Member

Mr. SURESH C MITTAL
Jt. Secretary

EC Meet



National Secretariat

Executive Director: lytha Mallikarjuna

Director - Programs: O. P. Yadav

Director - Communications: Jayakumar. P. V.

Director - Finance: Rajeev Pillai

Program Manager Sayantani Das

Program Coordinator : Jayati Sinha

Communications Coordinator: Saima Iqbal Shiekh

Office Assistant : Dev Kumar

