



Fair Trade Forum - India



FAIR TRADE
INDIA

Annual Report 2010 - 2011



“Fair Trade is a trading partnership, based on dialogue, transparency, and respect, which seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers especially in the South.”



Fair Trade Principles

- **Creating Opportunities for Economically Disadvantaged Producers**
 - **Transparency and Accountability**
 - **Fair Trading Practices**
 - **Payment of a Fair Price**
 - **Ensuring no Child Labour and Forced Labour**
- **Commitment to Non Discrimination, Gender Equity and Freedom of Association**
 - **Ensuring Good Working Conditions**
 - **Providing Capacity Building**
 - **Promoting Fair Trade**
 - **Respect for the Environment**





Secretary's Note

Dear Friends,

While writing this, I am amid analyzing several interesting aspects, which have really helped the Fair Trade movement to go further ahead during the year 2010-11. Our efforts during the period was to ensure result optimization of the programs being organized by FTF-I, so that it becomes more meaningful for the producers and consumers.

Our special focus to promote Fair Trade in Indian market under the project ProSustain has got positive response from various stakeholders. The project essentially combines promotion of Fair Trade and market development for Fair Trade Products in India. An umbrella brand for shops is on the role out, which will provide a common identity and increased visibility for Fair Trade shops in India. It will also provide a bigger product basket to our shops. For those who are ready to supply products will have an enhanced market channel as well. This will enable members of FTF-I to enter into domestic retails through Fair Trade India branded shops with common identity and communication strategies.

Considerable work has also been done to expand our network by including prospective areas of intervention such as cotton, food and agriculture. This will add much relevance for Indian fair trade fraternity as it will garner more consumer attention towards fair trade.

Our efforts to build up more consumer base have progressed during the year. Especially our awareness generation activities in colleges and universities have got amazing response from students and academicians alike. Students and young consumers will be our best bets in taking Fair Trade further down in the society. Because, for them, perhaps Fair Trade offers the best platform to weigh and connect values of 'enterprise development,' 'social upliftment' and 'environment protection'.

With emphasis on market access, FTF-I is trying to provide professional support to emerging organizations in business planning. This is the need of the hour as many smaller organizations are joining FTF-I. Besides FTF-I direct support in this, we are trying to facilitate more learning and sharing platforms between members as well.

FTF-I is accepted widely as one of the best national networks in WFTO. It adds more into our responsibilities. Demand for more credible information about application of Fair Trade principles in day-to-day activities is also on the rise. Consumers and Fair Trade partners are looking at networks such as FTF-I for more information and monitoring support. Through our efforts in establishing effective monitoring systems and steps being taken at policy level, we could address this emerging demand a bit.

The global economic slowdown has brought challenging times for Fair Trade organizations. Export of crafts declined considerably. Switching into innovative approaches to go closer to market is necessary at this juncture. I solicit your careful reading and reflection on the work done by FTF-I during the last 12 months and request your valuable inputs for further improvement.

Let us contribute our Fair share to build up a Fairer world.

S.C.Mittal
Secretary



From the desk of Executive Director

Dear Esteemed Members,

Greetings. We are herewith presenting the Annual Report of Fair Trade Forum-India for the period 1st April 2010 to 31st March 2011. Overall the year was good for Fair Trade Forum-India. It had been a great learning and many new initiatives took shape during the year. Corporate Gifting, Umbrella Brand for Fair Trade Shops, FT campus programs, Participation in exhibitions, new project on Fair Trade Cotton Supply Chain, Documentation of Women Producer groups, Fair Trade Photo book, launching of “I Support Fair Trade Campaign” etc.

It is a transition for FTF-I as a Network in many ways. Programs almost tripled. Recruitment of few new staff took place. New Executive Council was elected in Kochi National Convention. More organisations joined Fair Trade Movement this year. Pilot Entry Audits were conducted. Within WFTO, FTF-I has emerged as a prominent and strong National Network. Communication with members, transparent administration was given utmost importance during the year. Increased visibility to FTF-I and members has been witnessed during the year. Regular EC meetings were organised. EC members took very proactive role and participated in many programs in this year. Several Working Groups were formed for effective functioning. Working groups on branding, corporate gifting, FT Cotton and membership were very active. Secretary made regular visits to FTF-I Secretariat and actively involved in many programs. President was always available for guiding Executive Director in all the aspects related to fund raising, WFTO, WFTO Asia and other Networks. WIEGO, FK Project and a new proposal on Fair Trade BDS model in partnership with SSA(pipeline) were conceived with the guidance and fullest support from the President. Vice President has spent considerable time for FTF-I activities during the year. His contribution in the FT Cotton project and Food & Agri Workshop helped Project team to complete the tasks within the time limits. Treasurer through simple measures managed the FTF-I finance portfolio very nicely. Cost cutting, FDs, Internal Audit systems were monitored by Treasurer. Joint Secretary contributed her time in Bhopal and made a very effective pitch for Fair Trade in our CSR Conclave. Even during the ProSustain Baseline Survey, EC members and members contribution is worthwhile to acknowledge. You all will be very happy to know that this year we were able to complete all the targeted programs successfully.

We ensured fullest cooperation, support, transparency and accountability from National Secretariat. FTF-I HR and Operational manual has been drafted and presently EC members are discussing on the final draft. HR Sub Committee has been constituted to look into this. As part of our long time commitment with HiVOS, we are also going to finalise the Gender Policy for FTF-I. Similarly Accounts manual is under preparation.

National Secretariat Team very dedicatedly implemented the programs. Lot of new alliances were made. Tourism initiative is taking shape slowly. Two colleagues Ms. Jayati Sinha and Ms. Saima Iqbal left the organisation this year and we wish them all the success in their future endeavours. We had wonderful Volunteers this year, who added lot of value to FTF-I. We will always remember Ms. Maren Weber and Mr. Stephan for their valuable contribution to Fair Trade Movement.

With this Annual Report we would like share brief details of Programs organised during the year 2010-2011 and also various initiatives with action points, brief membership update, Financial update. I would request all of you to spend your valuable little time in strategising and preparing for the future needs of the organisation and movement. In the coming years Fair Trade impact will be felt in India and we all need to gear up to the emerging demands of conscious consumers in India. With the launch of Fair Trade India brand and Shop for Change Label, we all are hopeful to witness an exciting times ahead and more opportunities for our members.

We thank all the members for the valuable engagement with FTF-I and surely Fair Trade movement will be strengthened with this collective leadership.

Thanking you

Mallikarjuna.lytha
Executive Director

Projects & Overview

Good Neighbor Project

FK Exchange Program

Pro Sustain

AHVV *Fair Tourism*



Eight different projects were in progress during the year

Projects

FairConnect

The project aims to strengthen Indian Fair Trade movement through expansion of membership, alliance building, market access and capacity building. The project is supported by HIVOS



Major Activities Organised

- Nine Alliance building programs
- Fair Trade Fair
- Workshop for Food & Agri Producers
- Two policy workshops
- World Fair Trade day celebrations
- National Convention
- Participation in SEEP Network Annual Conference 2010
- 'I Support Fair Trade' Campaign

Good Neighbor Project

The project aims to bring out development plan for selected Fair Trade producer groups in India through an action research. The project is supported by the IDRC (International Development Research Centre).



Major Activities Organised

- Field visits
- Baseline analysis
- Profiling of five Fair Trade organisations and nine Fair Trade producer groups



Runa Benerjee, founder, SEWA-Lucknow in the Alliance Building program organised in Lucknow



A child at Literacy India's School



Swapna Das, EMA and Ramona Ramos, Executive Director, WFTO Asia, Philippines during 2010

FT Cotton (Fair Trade Supply Chain Development project in India, Nepal and Sri Lanka)

The project aims to build up a model Fair Trade supply chain for cotton based on Common Sustainable Management System (CSMS) which will be enabling the players in the supply chain to build up their Fair Trade adherence systems. The project is supported by European Union. The model supply chain will help the marginalized producers and workers of cotton processing units to attain better social-economic conditions besides ensuring processing methods, which are safer for environment. The supply chain will also enable the consumers to buy Fair Trade textile products, produced by duly adhering to Fair Trade and organic standards.



Craft display and sale organised at JNU, New Delhi



Major Activities Organised

The project was launched in a kick off meeting organised April 2010. Mr. L.V.Sapatarishi IAS (retd), representatives from project partners and associates - CTM Altromarkato, Formaper - Italy, Otro Mercado Al sur- Argentina and Indo-Italian Chamber of Commerce and Industry participated in the meeting..

- Training of Trainers on Organic Production
- Training of Trainers on fair trade quality and certification, Kathmandu
- Training program on Organic Cultivation
- Workshop on Fair Trade Supply Chain Development and Cluster Networking
- Field visits to farmers groups and cotton processors



Sajai craft from Pataudi, Haryana



Mr. Christi Fernandez, IAS, secretary to the President of India at ProSustain launch at New Delhi.



Actress Shefali Shah speaking in the ProSustain program at Mumbai

ProSustian Promoting Fair Trade and Sustainable Consumption in India

The project is aimed at promoting Fair Trade and Sustainable Consumption in India by reaching out to young consumers, promoting corporate procurement of Fair Trade products, reaching out to government and through policy interventions. The project is supported by the European Commission and co-funded by HIVOS. IRFT and Shop for Change are the other partners in the project.

ProSustain

Promoting Fair Trade & Sustainable Consumption in India



Major Activities Organised

- Round Table on "Promoting Fair Trade & Sustainable Consumption in India and launch of project
- Fifty Fair Trade awareness programs in campuses
- Participation in India International Trade Fair 2010
- Baseline Study
- Development of Umbrella Brand for Fair Trade Shops
- GiFT Fair Trade : Corporate Gifting Initiative
- Participation in Switch Asia Network Facility Meeting



Craft display cum sale organised at Jawaharlal Nehru University, Delhi



SALMA YASMIN

We met Salma in the small tailoring unit run by Sadhna in the old part of Udaipur near Jagdish Mandir. She has been working here for 2 years.

Salma was married young. She has 2 daughters, 21 and 20 years old. After 4 years of marriage she left her husband as he grew increasingly wayward and abusive. Her parents supported her, but financially she had to fend for herself and her children. Since she only studied till the 9th grade, she could not get a 'regular' office job. She worked in a tailor's shop, in a plastic factory, in beauty parlours etc. and tried many things. In every place she faced many kinds of difficulties.

After a long period of struggle she feels she has found a place of safety in Sadhna though she still worries about getting her daughters married. In spite of the bitter experience she herself has had, she still feels marriage is the only way her daughters can be happy and settled.



From the case study of 'Sadhna' prepared under WIEGO project

WIEGO

The project aims to record the impact of Fair Trade on women in India. The detailed narrative report and the case studies of 12 women producers from three Fair Trade organizations have completed so far.



**Women in Informal Employment:
Globalizing and Organizing**

Major Activities Organised

- Profiling of three Fair Trade Organizations
- Case studies of organizations and women producers
- Documentary of women producers



Prema, an artisan from Sabala featured in the case study prepared under WIEGO project

FK Exchange Program

The FK exchange programme aims to contribute to lasting improvements in economic, social and political conditions in the world through mutual exchange of knowledge, experiences and skills. Fair Trade Group Nepal and ECOTA Fair Trade Company, Bangladesh are FTF-I's partners in the project, which is supported by Fredskorpset- FK, Norway.



Major Activities Organised

- Project Planning meeting
- Circulation of Expression of Interest
- Selection of candidates



An artisan from SEWA TFC

Fair Trade Promotion



Ramsey Lewis, legendary Jazz maestro & Jannet Lewis, designer joining I Support Fair Trade Campaign

Fair Trade Promotion

A discussion on 'Fair Trade and Inclusive Development' was organized as part of World Fair Trade Day celebrations on 8th May 2011 at Jawaharlal Nehru University. Eminent speakers who participated the discussion includes Prof. Anand Kumar, JNU and Mr. L.V.Saptarishi IAS (retd.) Folk music and dances were also organized as part of the celebrations.

During the year many initiatives were taken as part of FTF-I's efforts to reach out young and prospective consumers. Fifty Fair Trade awareness programs were organized in various campuses in India, in which CEOs of Fair Trade organizations, producers, Executive Council members of FTF-I and National Secretariat members interacted with students and academic community. Fairs which combined display and sale of Fair Trade products as well as craft demonstrations were also successfully organized in seven campuses. Such fairs also facilitated interactions between Fair Trade fraternity and students.

Another highlight of the year was the launch of 'I Support Fair Trade Campaign'. The campaign was formally inaugurated by Ms. Mausmeen, a Fair Trade artisan and Mr. L.V.Saptarishi, IAS (Retd), Co-Chairman, CNRI. The campaign has been continuing along with Fair Trade promotion, awareness raising and marketing events being organized by FTF-I and several member organizations in various



Chief Minister of Delhi Shiela Dixit at FTF-I Stall



A student signing for Fair Trade



Mr. L. V. Saptarshi IAS and Ms. Mausmeen an artisan jointly launching I Support Fair Trade Campaign

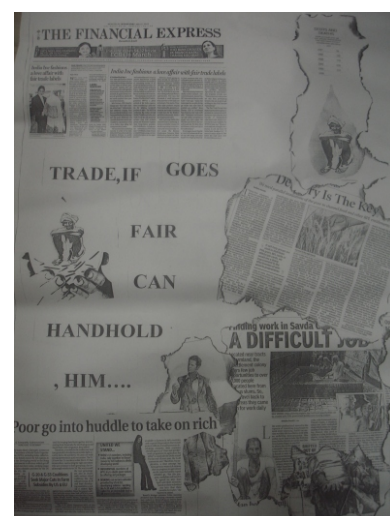


Street play competition organised at the Management Development Institute (MDI) based on the themes related to Fair Trade principles collage students

regions of the country. So far the campaign was organized in New Delhi, Gurgaon, Kolkata, Chennai and Mumbai as part of various programs. Through the campaign FTF-I could collect more than 2000 signatures in support of Fair Trade. The signatories include celebrities, statesmen, academicians, development activists, corporate representatives, students, producers as well as consumers. This year several celebrities have taken part in various Fair Trade promotion programs. The prominent among them were Ramsey Lewis, the legendary Jazz Music Maestro from USA, Usha Uthup and Shephali Shah, Bollywood actress. FTF-I also took part in the two Fair Trade promotion initiatives, which also gave opportunity for the display and sale of products to member organizations of FTF-I. The important among them were Eco-Meet and Sans Pariel. The former was a meet of student and teachers from 2000 Eco Clubs functioning in the schools in the NCT of Delhi. Ms. Shilea Dixit, the Chief Minister of Delhi visited the stall of FTF-I and interacted with FTF-I team during the event. The participation in the meet was facilitated by the department of Environment, Government of Delhi. The 'round table on Fair Trade and Sustainable Consumption' organized in New Delhi turned out to be highly successful with the active participation on sixty participants including representatives from international development organisations, NGOs, corporate sector, academicians, government, chambers, BDS organizations and Fair Trade partners in India. Dr. Christi Fernandez IAS, former secretary of Commerce, government of India and currently secretary of President of India was the chief guest.



Fair Trade awareness programs at Blue Bells Schools, New Delhi



A Hand-made poster prepared for campus programs



Johny Joseph speaking in the Seminar on 'Poverty in the Market Driven World'

Alliance Building



Gender policy workshop, organised at Ahmedabad

Several issues related to Fair Trade such as Fair Wages, portrayal of Women Empowerment models in Media, Role of Fair Trade in Poverty Reduction, Fair Trade and Eco-labeling, Fair Trade and Gender, Potential of Micro-level of Eco-friendly business models, Good Governance and issues related to Fair Trade Advocacy were discussed in this years' Alliance building workshops. Ministers, researchers, representatives from development organizations and CEOs from Fair Trade organizations participated in various alliance building programs.

Several international and national Fair Trade as well as development organizations brought in as partners in various programs. Keeping eye on the need to develop consensus among partners on important issues such as 'Fair Wage' and 'Gender Policy', wider consultations were organized in partnership with organizations working in different sectors. The seminar on Fair Wage policy is planned organized in partnership with Fair Trade Original, the Netherlands. Macro as well as micro level perspectives of gender was discussed in the consultation on Fair Trade and Gender, in which several distinguished personalities such as Jaya Jaitley, founder Dastakri Haat Samiti participated. Eminent speakers such as Prof. Nandini Dutta helped to draw parallels between the policy and practices in the meeting. This workshop was organised with the support from HIVOS and WIEGO.



Some of the participants of CEE-FTFIndia meeting

- **World Fair Trade Day Celebration 2010**
- **Alliance Building programs in New Delhi, Mumbai, Lucknow, Pondicherry and Hyderabad**
- **Programs on themes such as Market based approaches to address poverty, Eco-labeling, Good Governance and Women in Media**
- **I Support Fair Trade campaign**



Dr. Mallamma Yalawar, CEO, Sabala, Ms. Renuka, CEO, PPEDS, Ms. Leela Vijaya Verjia, Sadhna in the seminar on Women in Media

The international seminar on 'Combating Poverty in the Market Driven World' organized by Creative Handicrafts in partnership with FTF-I and TISS (Tata Institute of Social Sciences) helped to bring FTF-I members, support organizations, networks and partners to discuss various social, political and economical issues which necessitates intervention of Fair Trade at various levels. The thematic areas discussed in the parallel workshops in the seminar include market related civil society initiatives, micro finance, Fair Trade and CSR. Plenary sessions were organized to discuss various development models, which are being implemented towards supporting economically deprived and the options for moving towards a more just market system.

Three women CEOs of Fair Trade organizations shared about the development models practiced by them with leading media persons and mass communication experts from different universities of the country in the seminar on 'Women in Media' organized by FTF-I in partnership with Manav Rachna International University, Faridabad, Haryana. The 'I Support Fair Trade' campaign was also launched during the seminar.

Scope of building up an integrated approach for environmental and social certification systems were discussed in the seminar on eco-labeling organized in New Delhi. The meeting was organized in partnership with AIACA.

The Alliance Building programs have helped to reach out to government level as well. The Lieutenant Governor of Puducherry and the Minister for Public Works, government of Puducherry took part in the Fair Trade Alliance Building program organized in Puducherry.

An Alliance Building program was organised in Puducherry as part of the 30th year celebrations of SIPA on 27th January 2011. FTF-I members and several potential members from the southern region took part in the seminar.



From seminar on 'Fair Wage Policy' at New Delhi



An interactive meeting with students of MDI

Market Access



Fair Trade Fair2010 Organised in Kolkata

Market Access



Fair Trade Fair 2010, organised in Kolkata

The annual event Fair Trade Fair was organized in Kolkata from 7th to 10th November 2010 at the Ice Skating Rink, Kolkata. It was organized in association with Sasha, Silence and EMA. There were 44 stalls in the Fair. The Fair was inaugurated by Mr. Debashish Kumar, Mayor, Kolkata Municipal Corporation. Craft lines such as jewellery, hand-embroidery, natural fiber, paintings, basketry, leather, candle, terracotta, ceramics, horn, dhokra and textile. Seventeen FTF-I members and 26 producer groups participated in the Fair. FTF-I had been organising 'Fair Trade Fair' every year in the same venue in Kolkata since 2008. Under the business development services (BDS) program, three organizations were provided expert guidance in business planning by experts from the panel of expert consultants working with Fair Trade Forum - India.

FTF-I facilitated participation of our member organizations in Sans Paniel a marketing project conceived by the students of Business Administration studying at the Management Development Institute (MDI), Gurgaon. Three member organizations took part in this activity.



Craft Display and Sale in MDI, Gurgaon



Fair Trade Fair 2011



GiFT Fair Trade logo

GiFT Fair Trade

GiFT Fair Trade was introduced to facilitate corporate procurement of products produced by members of Fair Trade Forum India. Product combos were developed and pilot marketing was also taken up successfully. So far four orders were executed through the GiFT initiative. Nine members have already associated with FTF-I for GiFT. Social marketing of GiFT is also being done. A catalogue for the products will be developed, which will be helpful to promote it among more potential corporate clients.

A CSR Conclave was organized by FTF-I in partnership with the Indian Institute of Forest Management, Bhopal. Twenty CSR heads representing various corporate houses participated in the conclave.

Ms. Jabeen Jambukhodawala, joint secretary of FTF-I and Mr. J.N.Verma, CEO Bhopal Rehabilitation made presentations about Fair Trade in the conclave.



Products made of natural fibre



CSR Conclave, October 2010 at Bhopal



Utility oriented, embroidered products



Umbrella Brand Logo

Umbrella Brand for Fair Trade Shops



Sadhna Shop, Udaipur

“Fair Trade India” Umbrella Brand for Fair Trade Shops has been developed with the support of European Union under ProSustain project, being implemented in India by Fair Trade Forum India, HIVOS, IRFT and SFC. The soft launch of brand will be done on 14th May, the World Fair Trade Day as part of the initial phase of brand-launch. “Fair Trade India” branded shops will join the family of other Fair Trade shop networks such as “World Shops,” which have become the synonym for “Fair and Exploitation-free Consumption” in Europe.

The process to develop an umbrella brand for Fair Trade shops were kicked off during the year by appointing a consultant. A four-member working group is leading the initiative. The brand once developed will provide a common identity to Fair Trade shops in India, at the same time preserving the individual brand identity of the shops. The shops will enable FTF-I and Indian Fair Trade organizations to reach out to much larger number of consumers through centralized promotion and publicity.

Several consultation meeting with the branding advisors, working group representatives Fair Trade shops and consultants were organised as part of the branding development process. An exclusive session on branding was also organised as part of the National Convention of Fair Trade Forum - India in September 2010.



Inside view of Indha Shop, Gurgaon

By 2012 end, FTF-I expect that at least 25 shops will come under the “Fair Trade India” brand. FTF-I will take lead to connect its members towards expanding their retail platform on a pan-India basis by reaching out to these shops. The bigger basket of products that the shops can collectively offer will be helpful for bagging increased consumer attention as well.



Inaugural Session of Food Workshop -S C Mittal, Secretary, FTF-I, Sureel Singh, FLO, Sridharan Nair, and Mathew John

Food and Agri-based Initiatives

A desk research was conducted to understand the scope of Fair Trade initiatives in Food and Agri-based products. A list of potential organizations mainly in the northern region was prepared towards expanding the Fair Trade initiatives among food producers. In continuance to this, a workshop for Food and Agri-based organizations was organized at Dehradun in March 2011. Twenty organizations participated in the workshop. Representatives from organizations such as FLO (Fair Trade International) and Fair Food International were among the resource persons. Some of the organizations, which took part in the workshop have already become the members in Fair Trade Forum India.

The workshop started with the welcome and introduction by Mr. O.P.Yadav, Program Director, Fair Trade Forum India. Mr. S.C.Mittal, Secretary, FTF-I addressed the participants on the 'Global Fair Trade movement and the activities of Fair Trade Forum India'. P.Sridharan Nair, Vice President and Co-facilitator of the workshop led the "self-introduction" session. Mathew John gave an over view of "Fair Trade Food Market : Highlights Products, Consumption Trends and FT Adherence Requirements at Market ". Mr. Sureel Singh, FLO, Anuradha Sharma, Fair Food International, Ajay Sharma, FRAC (Food Research and Analysis centre) were the other resource persons.



Sunita, Umang shares their experiences



Anuradha Sharma, Fair Food International



Consumers at FTF-I stall in India International Trade Fair 2010

Participation in Exhibitions



Nature friendly products on display at IITF 2010

During the year FTF-I participated in Indian International Trade Fair (IITF) and Eco Meet in association with Department of Environment, NCT of Delhi. Members of FTF-I displayed and sold products made of natural materials in both programs.

FTF-I team shared information about Fair Trade and sustainable consumption with consumers and students during the programs. In IITF FTF-I was allotted a separate stall for information sharing on Fair Trade and sustainable consumption.

FTF-I is invited as a member of Market Access committee under the O/o Development Commissioner of Handicrafts working under the aegis of Union Ministry of Textiles, Government of India.

FTF-I was invited to the Fair Trade Womens' Cooperative conference organised by Kudumbashree - the state poverty eradication mission, in Thiruvananthapuram. Kudumbashree is working under the aegis of Government of Kerala. The program was organised to explore the scope of connecting women micro enterprises working under government of Kerala with the Fair Trade market.



Consumers at FTF-I stall at Eco Meet



Craft display cum sale organised at St. Coumba's School, New Delhi

Fair Trade Policy and Advocacy

Fair Wages

Environment

Climate Change
What is Fair Price?
NOn-tariff barriers
Child labour
South-south Trade
Bilateral Agreements

Gender

Climate Change
What is Fair Price?
NOn-tariff barriers
Child labour
South-south Trade
Bilateral Agreements

Fair Trade Policy and Advocacy

Two pertinent areas for policy intervention were prioritized during the year for research, discussions and collation of best practices. Discussion papers on 'Fair Trade and Gender' with special emphasis on handicraft sector was developed, which was shared with FTF-I member organizations for further inputs. Simultaneously, case studies and best practices were also collected to facilitate realistic approach in discussions. The experience of Fair Trade organizations in promoting gender equity at grassroots level were collected through producer interviews.

With regard to 'Fair Wage policy,' elaborate discussions were organized at various levels during the year. A discussion paper which helped to understand the legal as well as Fair Trade perspectives of Fair Wages was prepared by a working group appointed by the Executive Council. It was further enriched by the inputs from member organizations. Based on the discussions, a consultation with various stakeholders such as trade unions, campaign and advocacy groups, media representatives and Fair Trade organizations was also organized. A broad frame work was developed for further discussions after the workshop. The framework was also shared with the representatives of member organizations during the National Convention of Fair Trade organized in September 2010

Working papers will be developed on various policy issue for the consideration of members and the final version of such policy papers will be submitted to the government. It will also be shared with various stakeholders including parliamentarians, senior bureaucrats, academia, activists and development organisations.



Ms. Jaya Jaitly at the gender policy workshop



**An artisan from SEWA
Ahmedabad**

Networking and Partnerships



Inaugural ceremony of National Convention 2010

National Convention 2010



Prof. S.S.Sharma memorial lecture by Mr. P.V.Rajagopal

Xth National Convention and AGM of Fair Trade Forum India was organised at Cherai Beach Resort, Kochi, Kerala from 11th to 13th September 2010. The meeting was inaugurated by Ms. Sarada Muralidharan IAS, Executive Director, Kudumbashree on 11th September 2010. In her inaugural address, she explained the role being played by Kudumbashree towards empowering women in Kerala, socially and economically. She elaborated the development model of Kudumbashree, which ensures that due attention is given to the diverse needs and resources of local groups, while initiating the process of poverty eradication. Mr. P.V.Rajagopal, Eminent Social Activist & Founder of Ekta Parishad delivered the 1st Prof. Shyam S Sharma Memorial Lecture on "Addressing Issues of the Grassroots: The Role of Fair Trade". Over 100 participants, which includes Fair Trade leaders and artisans from various Fair Trade organisations took part in the Convention. Ms. Roopa Mehta, President, FTF-I chaired inaugural ceremony and Mr. Mathew John expressed vote of thanks.

The conference discussed topics such as branding, corporate gifting, governance and Fair wages. The FTF-I team shared the activity plan for the year 2010 - 2011 with the participants.



Mr. Samuel Masih of Noah's Ark speaking



Participants of National Convention 2010



Networking and Partnerships

FTF-I has got the country network status of the World Fair Trade Organisation (WFTO Asia) during the year. The membership process of WFTO and the regional network WFTO Asia is now routed through FTF-I. FTF-I is also implementing the Fair Trade certification pilot projects under SFTMS. Four FTF-I members have become members of the global body during the year and three have become members of the regional body, WFTO Asia. FTF-I is at present implementing a supply chain development project for Fair Trade cotton in which FTG Nepal, the national network for Fair Trade in Nepal is a partner. Under the FK-Exchange project FTF-I is partnering with ECOTA Forum, the Fair Trade country network of Bangladesh besides FTG Nepal. The representatives of the WFTO Asia and FTG Nepal have participated in the National Convention of FTF-I last year. The members of WFTO and WFTO Asia can become members of FTF-I now by sharing the reports of monitoring conducted by WFTO, which will avoid another round of audit by the national network.



FTF-I is at present implementing a supply chain development project for Fair Trade cotton in which FTG Nepal, the national network for Fair Trade in Nepal is a partner.

Networking Partners

SEEP Network, USA
CTM Altromercato,
Italy
Formaper Italy,
FTO, The Netherlands
Otro Mercado Al Sur,
Argentina
WIEGO, UK

DC Handicrafts, Govt
of India
AIACA, India
Indo-Italian Chamber of
Commerce and
Industry, India



Under the FK-Exchange project FTF-I is partnering with ECOTA Forum, the Fair Trade country network of Bangladesh

Fair Tourism



Students from University of Hawai

Fair Tourism



**Visitors from SMEPS,
government of Yemen**

Seven groups of tourists, from Italy and United States visited FTF-I during the year. The groups visited three Fair Trade organizations including FTF-I, SEWA-Lucknow, Tara Projects and Pushpanjali Fair Trade.

FTF-I is working on a Fair Tourism project for the last few years in association with Viaggie Miraggie, Italy, which promotes sustainable tourism. This year four small groups have visited India under the project.

Business studies from the university of Hawai and a delegation from SMEPS, working under the aegis of government of Yemen, were the other groups, which visited India under the project. The SMEPS delegation was trained on the principles and practice of Fair Trade by Executive Director and NS team.

Besides the visit, we have also helped the visitors to understand about the functioning of micro finance institutions, micro level enterprises in India.

In addition to FTF-I's initiatives in this regard, many of our members are also involved in tourism based on Fair and eco-friendly concepts.



Visitors from Italy



**Fair Tourism provides opportunity to understand the craft
and traditions of India the visitors**

**Members
Executive Council
& National Secretariat**



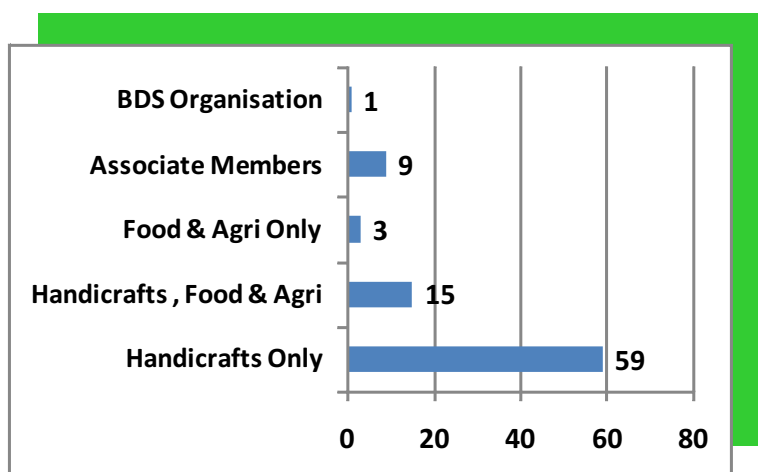
Participants of National Convention 2010

Membership

Membership has increased to 87 as on 31st March 2011. The interesting development is the expanding collective product basket of FTF-I members. During the year many organizations which are into non-craft products have also become members of FTF-I. Many of them are into production and marketing of organic and natural food. Through new members FTF-I has expanded its partnerships with movements such as PGS (Participatory Guarantee System for Organic certification).

Five applications were at different phases of processing, scrutiny and entry audit as on 31st March 2011. The Fair Trade orientation sessions and entry audit will take place on mutually convenient date in consultation with respective organisations.

Several Fair Trade organizations, who had directly become WFTO members prior to the integration of membership process have also now become member of FTF-I. Several members of FTF-I have opted for membership of WFTO, WFTO Asia as well during the year. Four individuals who are working in areas such as Fair Trade, Social Certification, Traditional Health Care and Education have become associate members of FTF-I during the year. Seven entry audits has been conducted during the year. Several field visits were also organised as part of the membership and adherence building process.



During the year two government promoted organizations, TRIFED and Arunim have applied for membership in FTF-I.



An artisan from SEWA Ahmedabad showing her skills



Products from Last Forest



SFTMS review meeting

Fair Trade Monitoring



Fair Trade Training organised in Noah's Ark

The first phase of eleven pilot projects under SFTMS (Sustainable Fair Trade Management System) has been completed and this will be soon integrated with the monitoring system being promoted by WFTO. The Entry Audit procedures were made further simple as part of membership process of FTF-I. FTF-I is also in the process of giving an enabling environment for the member organizations to help them to explore other product specific options of certification. In this regard, FTF-I has already invited representatives of FLO (Fair Trade International) and Shop for Change to various programs being organized by FTF-I. Besides this, as part of the branding initiative for Fair Trade Shops, a set of guidelines for retail organizations is also being developed by FTF-I.

All the eleven organisations, which are doing SFTMS pilots have completed baseline assessment and orientation programs. Some of the organisations have also prepared improvement plans to build up Fair Trade adherence.

During the year, Asha Handicrafts Association has become Asia's first SFTMS v2 certified FTO.



Artisan at work at Sadhna





SEEP Conference 2010

Staff Training

Mr. Om Parkash Yadav, Director Programs participated in the 'Export Marketing - Introduction Training', conducted by CBI (Centre for Promotion of Imports from Developing Countries, Netherlands in April 2010..

Business Planning

The staff team of FTF-I participated in a review session on 'Business Planning and Scaling Up' led by Andrew Tulchin from 'Social Enterprise Associates', USA in May 2010. It was organized as part of the ongoing knowledge support being extended by SEEP Network.



CBI contributes to sustainable economic development in developing countries through the expansion of exports from these countries.

www.cbi.edu



Staff team of FTF-I



FTF-I is closely working with SEEP Network, USA towards implementing the strategic plan of FTF-I. During the year FTF-I also got opportunity to get support to review the business plan with the help of an expert consultant sent by SEEP.

Andrew Tulchin from Seep Network

Executive Council 2010 - 2012



Ms. Roopa Mehta
President



Mr. S.C. Mittal
Secretary



Ms. Mallamma Yalawar
Treasurer



Mr. P. Sridharan Nair
Vice President



Mr. Jabeen Jambughodawala
Joint Secretary



Mr. Johny Joseph
Member



Ms. Leela Vijayavergia
Member

Executive Council



Ms. Jabeen at the
CSR Conclave

The Executive Council met six times during the year. The new EC was elected in the Annual General Meeting of FTF-I organised in September 2010 at Kochi, Kerala. The committee has also nominated working group to advice on different projects and activities.

Ms. Roopa Mehta, is the member of ProSustain project and branding working group. Mr. P.Sridharan Nair is the member of Cotton working group. Ms. Jabeen is the member of Corporate Gifting working group. The EC has also constituted a Grievances and HR subcommittees. Ms. Leela Vijayavergia, is in the membership sub-committee and Ms. Mallamma Yalawar is there in the Finance sub-committee.

The members of executive council took part in various programs organised including Fair Trade Food Workshop, CSR India conclave, Workshops organised



Mr. P.Sridharan Nair, Vice
President, FTF-I in the workshop
for Food and Agri producers



Immediate past Executive Committee of FTF-I

FTF-I Members

Membership as on 31st March 2011

ADITHI

2/30, State Bank Colony, II Biale
Road, Patna-800 014

Tel: 91 612 2593018, Fax: 91 612
2593018

Mobile: 09344693763
Email: adithiwomen@rediffmail.com
m_enquiry@adithi.cjb.net

ANWESHA

N4 F-36 IRC Lottery Plot, Nayapalli,
Bhubaneswar, Orissa, 751015 Tel:
91 674 2557057, 2557497, Fax: 91
674 2553637
Email: anweshak2k@rediffmail.com
anwesa_sahoo@yahoo.com

ASHA HANDICRAFTS ASSOCIATION

28 Suren Road, Andheri East,
Mumbai Maharashtra 400 093
Tel: 91 22 26831603, 2684 5404,
26848414
Email: partner@vsnl.com

AUROARTS SOCIETY

C/o La-chef, Near Indian Coffee
House Opp. Shaheed Smarak
Bhavan, GE Road, Raipur,
Chattisgarh, Pin 429 001
Tel: 91 771 2293606/2534487,
Mobile: 09893144434
Email: anu65@mantrifreenet.com

BAIF

Dr. Manibhai Desai nagar, National
Highway No. 4, Warje, Pune
411052 Tel: 91 20 25231661
Email: baif@vsnl.com

BETHANY COLONY LEPROSY ASSOCIATION

Baptala, Guntur 522 101, Andhra
Pradesh
Tel: 91 8643 24760
Email: bethanycolony@hotmail.com

BHOPAL REHABILITATION

11, Risaldar Colony, Chhola,
BHOPAL 462018, M.P
Tel: 91 755 2737243, Mobile :
09893369630,
Fax : 91 755 2737243
Email:
jnverma@bhopalrehabilitation.com
jnverma2000@yahoo.com

CALCUTTA RESCUE

85, Collins Street (4th Floor),
Kolkata 700 016, West Bengal
Tel: 91 33 22461520, Fax 91 33
22175675
Email: info@calcuttarescue.com

COTTAGE INDUSTRIES

Sri Aurobindo Ashram P.O.,
Pondicherry - 605002

Tel: +91 413 2333324, Fax: 91 413
2333694

Email: manob@auroville.org.in ,
info@cottageindustries.co.in

CRC EXPORTS PRIVATE LIMITED

34, Ballyganj Circular Road, Kolkata
700019, West Bengal
Tel: 91 33 2474 5789, 2476 0504,
Fax: 91 33 2474 7747
Email: crcwalia@dataone.in

CREATIVE HANDICRAFTS

D/1, Achanak Colony, Mahakali
Caves Road, Andheri East, Mumbai
400093, Maharashtra
Tel.: 022 8324692, Email:
create@bom5.vsnl.net.in

CSWS

Bishnupur Bazaar, Markandachak,
Medinipur
West Bengal - 721144
Tel: 91 3222 285096, Fax : 91 3222
285149/285096
Email: csws@rediffmail.com

EMA

82 Baburam Ghosh Road,
Kolkata-700 046
Email:
emaIndia@giasclo1.vsnl.net.in

FAIR DEAL CRAFT

Fartabad Main Road, Beltala, P.O.
Garia, Kolkata-700 084
Tel: 91 33 2436 8335, 098302 71513
Fax : 91 33 24308006/28371056
Email: export.in.2511@gmail.com

FEDERATION of SOUTH INDIA PRODUCERS ASSOCIATION

No.12 (Old No 27), 92nd Street, 18th
Avenue, Ashok Nagar, Chennai
600083, Tamilnadu
Email: sipa@vsnl.com

GODAVARI DELTA WOMEN LACE ARTISANS

Rustumbada Narsapur WGD, West
Godovari District Andhra Pradesh
534275, India Tel: 91 8814 274754,
Fax: 91 8814 275173
Email: gdwlacci@yahoo.co.in

GRAMEEN CRAFTS and GRAMEEN NETWORK SOCIETY

C-34, GA-J2 Park, Mahanagar
Extension, Lucknow Uttar Pradesh
226 006, India Tel: 91 522 2380
170, Fax: 91 522 2334 256
Email: grameenlko@sify.com

IFFAD

1/97A, Kalamegam Street,
Mogappair,
Chennai 600037
Phone: 91 44 2654 7717 Fax 91 44
2654 2239

e-mail: veepee@iffad.net,

IMAGINATION

Auroshilpam, Auroville 605101,
Pondicherry Tel: 91 413 2622621,
Fax: 91 413 2622041
Email:
imagination@auroville.org.in

INDUS TREE CRAFT FOUNDATION

No.84, 16th C Main
Koramangala 4th Block
Bangalore 560 034
Tel.: +91 80 41308182

INTERNATIONAL RESOURCES for FAIRER TRADE (IRFT)

Sona Udyong Industrial Estate Unit
7, Parsi Panchayat Road Andheri
(E), Mumbai 400 069 Tel: 91 22
28352811, 28235246,
Fax: 91 2228235245
Email: admin@irft.org

MADHYA KALIKATA SHILPANGAN (MKS)

314 Barakhola, Mukundapur,
Kolkata - 700 099, West Bengal
Tel: 033 24264872/73/74
email: mkskal@cal.vsnl.net.in;
mithudam@dataone.in;
Web: www.shilpangan.com

MESH

No.5, Local Shopping Centre, Uday
Park, New Delhi - 110 049
Tel: +91 11 26965039, 26568048
Email: jackybonney@mesh.org.in
Web: www.mesh.org.in

MOROMI HUMAN RESOURCE DEVELOPMENT SOCIETY

25 Basodrani Avenue, Kolkata 700
070
West Bengal
Tel: 033-22478486
Email: sdatta_che@rediffmail.com

NEED

39 Neel Vihar, Near 14 Sector
Power House, Indira Nagar,
Lucknow 226016, UP Tel: 91 522
2712671
Email: need@sify.com

NIHATA MILAN SANGHA

Casa Resource Centre, Kundarali,
Block Baruiapur, 24 Parganas
(South) Greater Kolkata, Pin 743
302 Tel: 91 33-24330129
Tel: 08017264486
Email: anthony_das1@yahoo.com,

NOAH'S ARK

Opp. Q. No. 307, Rly. Harthala
Colony, Moradabad, U.P. 244001
Tel: 91 591 2431883
Email: export@noahsindia.com

ORUPA

02-A, 1 st Floor Krishma Towers,
Nayapali, Bhubaneswar , Orissa
751 012
Tel: 0674-2560235, 2563706 Fax
No.: 0674-2563473
E-mail: info@orupa.org ,
dillip@orupa.org
Web site: www.orupa.org ,
www.odishacrafts.co.in

Ms. Padmaja Pai

Link Ethical Trade Consulting Pvt.
Ltd.
Mailing Address: B-3/32, SFS
(117), Yelahanka, New Town,
Bangalore - 560064
Telephone: +91 80 8566259, Fax:
+91 80 8461803
Email: linkftg@vsnl.net

PUSHPANJALI

35, Hanuman Nagar, Shahganj,
Agra-282010, Uttar Pradesh
Tel: 0562-2511930, Fax: 0562-
2511930
pushpanjali@sancharnet.in,
pft@pushpanjali.in
Website: www.pushpanjali.in

RASA (Ruro Agro Services Association)

1C Chatu Babu Lane, Calcutta,
West Bengal 700 014
Tel: 91 33 2244 9761
Email: sasha@giasclo1.vsnl.net.in

SABALA

'SAMATHA' Building, Kirti Nagar B,
Bagewadi Road
Bijapur 596 101, Karnataka
Tel: 08352-278204
Sabala204@hotmail.com

SADHNA

Old Fatehpura, Udaipur, Pin 313
004 Tel: 91 294-2454655
Fax: 91 294-2450947
Email: sadhna@sevamandir.org

SAHAJ

C/o. N.M. Sadguru Water &
Development Foundation P.O.Box
No. 71, B/h Desai Automobile,
Garbada Road, Dahod 389 151,
Gujarat, Tel: 91 2673 245215
Email: jabeen@sahajindia.org

SASHA ASSOCIATION for CRAFT PRODUCERS

1C Chatu Babu Lane, Calcutta,
West Bengal 700 014
Tel: 91 33 2244 9761, Fax: 91 33
2244 9776
Email: sashaindia@vsnl.net

FTF-I Members

Membership as on 31st March 2011

SEVA (Society for Equitable Voluntary Actions)

3 C Milan Apartment, 52/3
Vidyan Sarani, Kolkata 700 035
Tel: 91 33 - 25785590, Fax:: 91 33 25776365
Email: seva@cal2.vsnl.net.in

SEWA-Lucknow

474 / 1KA /4, Brahm Nagar,, Near
Shia P.G.College, Sitapur Road,
LUCKNOW 226 007 Tel: 91 522
2369025, Fax : 91 522 2369134
Email: Sewa_lko@rediffmail.com

SHANTIMALAI HANDICRAFT DEVELOPMENTS SOCIETY

83/1,Chengam Road, Post: Sri
Ramanashramam,
Thiruvannamalai 606603
Tel: 91 4175 237254, Fax: 91 4175
222837
Email: smhds@sancharnet.in

SHARE

33-A Mettuplayam TB Sanatorium
Post, Vellore Tamil Nadu 632 011,
India Tel: 91 416 2264018,
2223524,
Fax: 91 416 263524 , 232490
Email: craftswomen7@yahoo.com

SHILPA

No. 146, 2 nd Cross, 1 st Main, 3 rd
Phase, Manjunatha Nagar
Bangalore 560 010, India Tel: 91 80
23353928 / 23351510
Fax: 91 80 23306773
Email: shilpatrust@vsnl.net

SILENCE

2/1 A Monoharpukur 2 nd lane,
Kolkata, West Bengal
Tel: 91 33 24743761 Fax: 91 33
24745962
Email: Silence@cal.vsnl.net.in ,
silence.india@gmail.com

SUNDARBAN KHADI VILLAGE INDUSTRIAL SOCIETY(SKVIS)

Vil & PO Champahati, 24 Parganas
South, West Bengal
Tel: 91 32 18 260435, Fax:91 32 18
260435, Tel: 91 33 24141697
Email: prakriti@cal2.vsnl.net.in

TARA PROJECT

260, Okhla Industrial Area, Phase
III, , New Delhi 110 025
Tel: 91 11 26839721, Fax: 91 11
26838885
Email: taraprojects@spectranet.co.in

UNNAYAN BHUBANESHWAR

HIG-148, Kanan Vihar, Phase-1,
Patia,
Bhubaneswar-751031, Odisha
Tel: 91 674 2741198/2741112,
Cel: 09437024198

Fax : 91 674 2743033

Email: Unnayan89@yahoo.co.in

UNNAYAN SANSTHAN

251 Takaur, Chunar, Mirzapur, U.P
22231304
Tel: 91 132 22256
Email: unnayansansthana@sify.com

USHAGRAM

Vill: Ushagram, PO. Birnagar, Dist.
Nadia, West Bengal 741 127, Tel:
91 3473 260456, 261-084/260-283
Email: uglsn@yahoo.com,
ushagram@gmail.com

VASANTHI SRINIVASM

IIM-BANGALORE, Bannerghatta
Road, Bangalore 560 076, Tel: No:
91 80 26582450 Fax: 91 80
26584050
Email: unnayanorissa@gmail.com

VHAI (Kala Aparajita)

B-40, Qutab Institutional Area,
South of I.I.T, New Delhi - 110 016
Tel: 91 11-26518071-72, 51688152-
53
Email: vhai@vsnl.com , info@kala-aparajita.org

USHA EXIM

244, Okhla Industrial Estate, Phase
- III, New Delhi - 110 020,
Tel: 91 11 41 078 001 to 41 078
010, Fax: 91 11 26 318 493
e-mai shastry@ushaexim.com,
goood_dooo@yahoo.com
Website: www.ushaexim.com

WORLD FAMILY FORUM

Central Communication Office:
244, Okhla Industrial Estate,
Phase-III, New Delhi-110 020,
Tel: +91+11+41078001 to 8010
e-mail :
info@worldfamilyforum.org,
ed@worldfamilyforum.org,
shastry@worldfamilyforum.org

SHAPE

Kolkata, 74B, A.J.C.Bose Road
Pin code:- 700016
Tel: 033 22177475
E-Mail:-
shape_ceramic@hotmail.com

BHARAT INTEGRATED SOCIAL WELFARE AGENCY(BISWA)

At:Danipali, PO:Boudharaja,
Dist.Sambalpur, Pin:768004, Orissa
Ph:- 0663-2533597
E-Mail:- b_wa@rediffmail.com

PARDADA PARDADI EDUCATIONAL SOCIETY

114B, Ground Floor, Khirki Village,
P.O. Malviya Nagar, New Delhi
110017,
Tel: 011-29542524

Ms. DEVASMITA SRIDHAR

Flat No.1F/7, 7, Rawon Street,
Calcutta- 700017
Ph:-913340084523, 09831273119
E-mail:-
peoplenconcepts@vsnl.net,
devsmitasridhar@yahoo.com

EVANGELICAL SOCIAL ACTION FORUM(ESAF)

2nd Floor, Hephzibath Complex,
Mannuthy, Thrissr
Kerala-680651,
Tel: +91 487 3207004, +91
9349701457
Email: esafspclsri@gmail.com,
jojoy@preranahandicrafts.com

JAGMINI MICRO KNIT PVT LTD

Udyog Nagar, Kanpur, Uttar
Pradesh, Kanpur-208022
Ph:- 0512-2691063, Fax:- 0512-
2691125
E-Mail:- jag@jagmini.com

FEDERATION OF TIBETAN COOPERATIVES IN INDIA LTD

23, Masjid road, Jangpura, New
Delhi-110014
Ph:- 24376920, 24372646, Fax:-
24377234
E-Mail:- ftcidelhi@airtelmail.in

TOMORROW'S FOUNDATION

417, hossenpur KMC, Ward No.
108, Kolkata-700107
Ph:- 033-24431520, 033-32962393
Email:-
ritwik@tomorrowsfoundation.org

INTEGRATED DEVELOPMENT of YOUTH and ADULTS(VIDYA)

C-52, Mayfair Gardens, Haus Khas,
New delhi-110016
Ph:- 011-46065056, 41740019
E-Mail:- vidya_ngol@hotmail.com

AURO MIRA EXPORTS

No.29, Nilaya Street,
Shanmighapuram, Pondicherry-
605009
Ph:- 0413-6547491, Cel: 97866-
95866
E-Mail:- auromiraexports@vsnl.net

THE CHILD TRUST

c/o Balika ashram, Ibrahimpur, PO-
Mokhmelpur
Delhi-110036, Cel:- 9810333754
Email:- thechildtrust@gmail.com

KALATMAK HANDICRAFTS S.H.G. FOUNDATION

Mansoor Nadeem Lari, 6, Hamid
Road, City Station,
Lucknow
E-Mail:-
info@kshgfoundation.com

IMEX

16-A, Mussoori, Road, P.O.Rajpur-
248009
Distt. Dehradun, Uttranchal
Ph:- 0135-2734350, Fax:- 0135-
2734004
E-Mail :- imex.kalsang@gmail.com

CONSERVE HRP

234, Sector 17, (footwear park)
HSIIDC Industrial Estate,
Bahadurgarh, Haryana
E-Mail:-
shalabh@conserveindia.org

SEWA TRADE FACILATION CENTRE

C-01,Shreeji Estate, Old Rapur Mill
compound,
Saraspur, Ahmedabad-380018
Ph:- 079-22733122
E-Mail:- mail@sewafc.org

AAGOR DAAGRA AFAD

c/o Udangshri Dera, Rowmari, P.O.
Khagrabari, Distt. Chirang, BTAD,
Assam, Pin code:- 783380
Tel: 03664231436, Cel:
09613175570
Email: aagorweaves@gmail.com

THE ACTION NORTHEAST TRUST(The ANT)

UDANGSHRI DERA, Rowmari, P.O.
Khagrabari, Dist.Chirssang, BTAD,
Assam, Pin:- 783380
Ph:- 03664293802, 03664293803,
Fax:- 9845469420
E-Mail:- antnortheast@gmail.com,
antbangstore@gmail.com

GAYA Dev Services & Projects Ltd (KIDS - Kottappuram Integrated Development Society)

A 28, Anamala Arcade, Anamala
Junction, Chalakudy, PO,
Pin 680307, Trissur Dist, Kerala
Cel: 09847362520
Email: gayaproducts@gmail.com,
kidskottapuram@gmail.com

Women's India Trust

110/111, New Udyog Mandir,
Mogul Lane, Mahim west
Mumbai, Maharashtra 400 016
Tel: 2446 2505, 2446 9907, Fax:
2446 2768
Email: witrust@yahoo.co.in

Key Stone Foundation

PB No: 35, Grover Hill Road,
Kotagiri, Nilgiris, Pin 643 217
Tamilnadu
Email: mathew@keystone-foundation.org

Mervella Trust,

Auroville, Pondicherry
Tel: 0413 2622652
Email: mereville@auroville.org.in

FTF-I Members

Membership as on 31st March 2011

Community Friendly Movement

5-K, 1st Floor, Jungi House, Shahpur
Jat, New Delhi 110049
Tel: 91 9999 19 3154, 91 11 2649
0476
Email: [jyotsna@cfmglobal.org](mailto: jyotsna@cfmglobal.org),
www.cfmglobal.org

Literacy India

J 1365, Palam Vihar, Gurgaon,
Haryana 122017
Tel: 0124 4070692
[indraani@literacyindia.org](mailto: indraani@literacyindia.org)
(Founder & CEO)

JKSMS

A-17, Ashok Vihar, Near Babul
Paraise Marriage Garden,
New Sanganer Road, Mansarovar,
Jaipur-302020
Cel: 9828015081
Email: [jksmsjaipur@gmail.com](mailto: jksmsjaipur@gmail.com),
www.jksms.org

Institute for Integrated Rural Development (IIRD)

54, Kanchan Nagar, Nakshatrawadi,

Aurangabad - 431002, Maharashtra
Tel.: +91-240-2376336, 2376828,
Fax: +91-240-2376866
Cel: +91-9823067272
Email: [jdaniel@iird.org.in](mailto: jdaniel@iird.org.in)
Website: <http://www.iird.org.in>

R.K.Sharma (Rajni Kant Sharma)
D1A-75 Janak Puri, New Delhi
10058, India
M: +919811041777, F:
+16196398747

Saksham India Trust

25/110, Indira Nagar (Near Smiriti
Vihar Park, Opposite Kalyan
Apartments, Ring Road,) Lucknow-
226 016, Uttar Pradesh
Tel: + 91 - 522 - 271 8883
website- sakshamindia.org

MAHILA UMANG SAMITY

Naini Village, P.O- Kalika, Ranikhet -
263645
Almora District, Uttarakhand.
Ph: 05966 240430/ 222298

Dr.Martin P Paul

Parappully garden, Kaduppassery
P.O: Thrissur district,
Kerala - 680 683
Cel: 96 33 22 88 08
Email: [drmartinppaul@gmail.com](mailto: drmartinppaul@gmail.com)

Srita Bhol

M-71, Madhusudan Nagar, Unit-4,
Bhubaneswar-751001
Tel: 0674 2396002, Cel:
09937066002
Email: [sritab@yahoo.com](mailto: sritab@yahoo.com)

Anurag Mittal

2, Pandav Nagar, Shahganj
Agra 282 010, Uttar Pradesh
Cell +91-98979 30000

MAROMA

Auroville 605 101, Tamil Nadu
INDIA
Phone : 91 413 2622126, Fax : (91)
413 2622217
Email : [maroma@maroma.com](mailto: maroma@maroma.com),
maroma@auroville.org.in

Kumaun Grameen Udyog
Kasiyalekh, Dst Nainital,

Uttarakhand 263132
Tel: 05942 285 738, Cel: 91 94120
8573, 91 94101 75896
www.kilmora.in

Nirav Shah

23, Warden Court Building, Gowalia
Tank Mumbai -400036
Cel: +91-9869537694
Email: [nirav9001@gmail.com](mailto: nirav9001@gmail.com)

Anamika Purohit

BB-33, Jai Ambey Nagar, Tonk Road,
Jaipur 302018
Cel: 91-9717347092, 91-
9892358272
Email:
[livingtheimagination@gmail.com](mailto: livingtheimagination@gmail.com),
[anamikapurohit@live.com](mailto: anamikapurohit@live.com)

ANISH KUNHIKANNAN

Flat No. 201, SMS Padmaja
Apartments,
Sivaram Nagar, Sungam Bye Pass,
Ramanathapuram
Coimbatore - 641045, Tamil Nadu
Cel: 88833 33102, 093432 19039
E-mail : [anishkannan@gmail.com](mailto: anishkannan@gmail.com)

FTF-I Members

Membership approved after March 2011

Chetna Organic

12-13-677/66, Flrs # 1, 2 & 3, Kimti
Colony, Street #1, Tarnaka
Hyderabad, Andhra Pradesh, Pin
500 027
Telefax: +91.402700994,
4240.2162, 6555.9944
Emails: [arunambi_ocgra@sify.com](mailto: arunambi_ocgra@sify.com),
[arunambi.chetna@gmail.com](mailto: arunambi.chetna@gmail.com)

The Last Forest

Last Forest Enterprises Private
Limited
41/111 E Groves Hill Road, PB No
35, Kotagiri,
The Nilgiris 643217
Tel: 04266-272266, Fax: 04266-
272277
Email : [response@lastforest.in](mailto: response@lastforest.in)

Sandur Kushala Kala Kendra

Sandur - 583 119, Bellary Dist.,
Karnataka, India
Tel: +91- 08395 - 260208, Fax: +91-
08395 - 261221
Email: [kushalakala@gmail.com](mailto: kushalakala@gmail.com)

SETU

453, Rana Sadan, Hargovind Puram,
City Centre-2,
Gwalior-474011, Madhya Pradesh
Cel: 91-9406502461, 91-751-
2232431
Email: [rashmi@setufairtrade.com](mailto: rashmi@setufairtrade.com),
[d_dhariwal@sify.com](mailto: d_dhariwal@sify.com)

Pushpanjali Fair Trade (P) Ltd

35, Hanuman Nagar
Shah Ganj, Agra - 282010

PYDS

Purkal Youth Development Society ,
Purkal Village, P.O: Bhagwantpur,
Dehradun - 248009 Uttarakhand
Tel: +91 (0135) 2735998, Cel: +91
9837377660
E-mail: [purkalsociety@hotmail.com](mailto: purkalsociety@hotmail.com),
[info@purkalstreeshakti.org](mailto: info@purkalstreeshakti.org)

Shop For Change

Flat 202, Plot no. 108,
Sher-e-Punjab,
off Mahakali Caves Road
Opp. Entrance of Green Lane,
Andheri East, Mumbai - 400 093
Tel: + 91-22-28391844,
Fax No: +91-22-40154843
Email: [info@shopforchange.in](mailto: info@shopforchange.in)

Satyabrata Roy Bardhan

Associate member

Fair Trade Shops

Sl No	Name of the FTO	Number of the shops	Name of the Shop	Address
1	ORUPA	1	ORUPA	C-10,First Floor(Roopam Saree House),Unit-ii,Main Market Building,Bhuaneswar-751009,Dist-Khurda,State-Orissa.
2	Creative Handicrafts	1	Creative Handicrafts	Shop No. 1, Bandra Homeland society, Hill road, Bandra West, Mumbai
3	Keystone Foundation	5	Green Shop	The Green Shop, Johnstone Square, Kotagiri - 643217
4			Branch 2	Jograj Building, Bedford, Coonoor 643101
5			Branch 3	Sargan Villa, Opp. Hill Bunk, Ooty
6			Branch 4	Inside The Green Hotel, #2270 Vinoba Road, Jayalakshmipuram, Mysore 570012
7			Branch 5	Saraswatipuram, Mysore
8	Sasha Association for Craft Producers	1	Sasha	27, Mirza Ghalib, Street, Kolkata 700 016
9	Aparajita Trust	1	VHAI	B/40,Qutab Institutional Area
10	MESH	2	MESH	No.5, Local Shopping Centre, Udai Park, New Delhi-110 049
11			Branch 2	Shop No.8, NTR Gardens, Necklace Road, Hyderabad
12	SABALA	3	Nomads	Shop No 11 Mahaveer Mall, Kamraji Sroard cross, commercial street entrance, Bangalore
13			Nomads 2	No 77/8 second Main Road, opp. Kaya skin clinic, Vaiyali Kaval, Bangalore-3
14			Nomads 3	Hotel Heritage, Station Road Bijapur.-586101
15	ASHA Handicrafts	4	Karigar	Khandivali, Mumbai
16			Branch 1	Mumbai
17			Branch 2	Mumbai
18			Branch 3	Mumbai
19	Inductree Crafts	4	Mother Earth BLR	541 - 543,Amarjyothi HSBC Layout,Opposite Dell,Intermediate Ring Road, Domlur, Bangalore
20			M.E. 1 BLR	Mantri Square Mall, 2nd Floor, Sampige Road, Malleshwaram - 560003
21			M.E.2 KOL	Shop No. B-002, South City Mail, Registered Office 375, Prince Anwar Shah Road, Kolkata - 700068
22			M.E. 3 DEL	Gallery No. 8,Rajiv Gandhi Handicrafts Bhavan,State Emporia Complex, Baba Khadak Singh Marg, Connaught Place, New Delhi - 110001
23	SAHAJ	1		Dahod

Fair Trade Shops

24	SILENCE	1		Dakshinapan Jodhpur Park, Kolkata, West Bengal 700068
25	The ANTS	1	the ANTS	crafting traditions, 2023/B 14th A Main, HAL 2nd Stage, Indiranagar, Bangalore- 560008
26	SEWA Trade Facilitation Centre	3	Hansiba Ahmedabad	8, Chandan Complex, Nr. Mirch Masala Restaurant, Nr. Swastick Char Rasta, C.G. Road, Navrangpura, Ahmedabad - 380 009.
27			Hansiba Delhi	5, Rajiv Gandhi Handicrafts Bhavan, Baba Khadak Singh Marg, Connaught Place, New Delhi
28			Hansiba Mumbai	A-11, Jivan Apartment, L.D. Ruparel Marg, Nepean Road, Mumbai - 400 006
29	ESAF	1	Prerana Handicrafts	Prerana Lifestyle 2nd Floor, City Centre, Thrissur, Kerala, India Pincode : 680651,
30	WIT	1		23, Bombay Market, Tardeo, Mumbai - 400 034, India,
31	SKVIS	1		Kolkata
32	SADHNA	2	SADHNA	Old Fatehpura, Udaipur-313004, Rajasthan
33				Jagdish Chowk Showroom, Jagdish Temple Road, Kasron Ki Ole, Udaipur-313001 Phone: +91 294 2417454
34	IIRD	1	Organic Link	Aurangabad
35	Kumaon Grameen Udyog	2	Kilmora	Sitla, Naintal District, Uttarakhand
36			Kilmora	Sargakhet, Naintal District, Uttarakhand
37	Umang		Umang	Ranikhet, Uttarakhand
38	Purkal Youth Development Society (PYDS)	1	Stree Shakti Display Centre	Dehradun, Uttranchal

**Audited
Financial Statements
2010 - 2011**



FAIR TRADE FORUM - INDIA

A Registered Association, Registration No. 37844 / 2000

Regd. Office: 66-A, Indira Park, Gali No.13, Anarkali Road, Chander Nagar, Delhi - 110 051

National Secretariat: 260, Okhla Industrial Estate, Phase-III, New Delhi -110 020.

Income & Expenditure (Consolidated) Account for the year ending 31st March 2011

Expenditure	Amt as on 31st Mar 11	Amt as on 31st Mar 10	Income	Amt as on 31st Mar 11	Amt as on 31st Mar 10
To Program Expenses					
AHVV Cluster Development Prog.		62,908.00	By Donation Received:	138,400.00	120,408.00
World Fair Trade Day Celebrations		43,595.00	By Bank Interest	180,013.00	127,973.00
FT Tourism Contribution Paid	-	7,013.00	By Grant From DC (H)		31,408.00
To Administrative Expenses:			By FCRA Grants & Aids:		
Bank Charges	167.00	1,276.00	Fair connect - Hivos Grant	3,865,000.00	5,002,775.15
Conveyance & Travelling	5,128.00	1,716.00	Advance Grant (HIVOS) 2010-11		1,090,050.00
Depreciation	26,873.00	41,234.00	FTSC - formerper (EC), Italy	2,471,032.63	
Electricity & Water	18,000.00		Hivos - Pro-Sustain	4,813,324.00	
Membership Fee	19,000.00	2,500.00	Grant Received - TX FT Plus		
Professional / Entry Audit Charges	39,000.00	17,000.00	- Balance b/f	-	3,336,684.00
Field visits & Facilitation charges	56,735.00		- Received during the period	-	2,237,475.00
Office Maintenance	17,750.00	6,484.00	- Grant Receivable	-	1,713,989.75
Printing Stationery	27,500.00	3,745.00	SEEP Network : BP Project	74,331.58	-
Repair & Maintenance	-	1,300.00	WFTO-Asia	211,062.00	95,477.46
Staff Salary	51,000.00		WEIGO Project	1,022,587.59	301,500.00
EC Meeting & AGM Expenses	-	38,478.00	Field Study (MF & Livelihood)	226,795.00	
Audit Fee	5,000.00	5,000.00	Miscellaneous Reciepts	1,356.00	
Assets Written off	-	3,772.00	By Bank Interest :		
Postage & Courier	4,865.00	3,075.00	Bank Interest received	2602.00	103,810.00
To Utilization of Hivos Grants:			Interest on FDR-Fair Conect	30021.80	
Alliance Building Workshop	469,546.00	443,572.83	Interest on FDR - Pro-Sustain	53848.07	
National level policy workshop	231,321.00	84,451.00	Interest on FDR - WEIGO	37603.24	
Fair Trade Fairs @ National Level	603,349.00	-	Interest on FDR - FTSC	24322.03	
Social Development Fair		733,502.00	Interest on FDR - FT Plus	45770.86	
Field Visit	139,661.69	153,113.00			
IEC Materials	96,139.00	53,850.00			
Service Costs	707,352.00	707,473.00			
Service & maintenance	382,647.00	423,904.40			
National Convention	714,310.03	90,619.00			
Workshop on FT Food Products	167,881.00	-			
BDS Services	261,000.00	165,000.00			
Fair Tourism in India	-	80,560.00			
M&E / Documentation	27,527.00	58,490.00			
Task Force for Responsible Cons.	-	114,850.00			
Bank charges	5,540.57	4,597.00			
To PRO-SUSTAIN - EC-Hivos					
Planning Meeting		48,145.00			
Human Resources	1,606,775.00	247,800.00			
Human resouces perdiem	350,525.00				
International Travel	41,450.00				
Local Travel	210,270.00				
Equipments - Laptops	57,060.00				
Consumables - Office supplies	58,856.75	5,145.00			
Communication (tel/fax/internet)	67,944.00	12,776.00			
Electricity Charges	46,510.00	6,302.00			
Office Maintenance	74,311.00	12,464.00			
Office Rent	178,200.00	59,400.00			
Web site	2,795.00				
To Cost of Conference / Seminars					
Corporate Procurement meeting	50,555.00				
Consulation workshop - branding	93,198.00				
Steering committee review meeting	12,000.00				
Outreach campaign - colleges	134,098.00				
Participation in College Fairs	56,290.00				
	7,118,130.04	3,745,110.23		13,198,069.80	14,161,550.36



[Handwritten signature]

Expenditure	Amt as on 31st Mar 11	Amt as on 31st Mar 10	Income	Amt as on 31st Mar 11	Amt as on 31st Mar 10
b/f	7,118,130.04	3,745,110.23	b/f	13,198,069.80	14,161,550.36
To Visibility:					
Project launch	178,450.00				
Promotional mtrls on Sust. Consumption	112,550.00				
Promotional materials - Corp. Procurement	22,185.25				
Promotional campaign / Govt. Lobbying	213,383.00				
Project publicity	5,211.00				
Base line survey	156,150.00				
To WEIGO - Case Study					
Collection	43,250.00	128,434.41			
Compilation	119,003.00	-			
Initiation	45,170.00	-			
Training / Sharing & dissemination	169,141.00	-			
To WFTO - ASIA					
SFTMS Consultancy Meet	192,805.00	17,082.00			
To FT Supply Chain Dev.Proj.-Cotton					
Human Resources	1,125,303.00	-			
Perdiems travel (Intl.)	171,000.00	-			
Perdiems local travel	130,408.00	-			
Seminar / Conference	549,663.00	-			
Kick off seminar	58,750.00	-			
TOT - Programs	75,400.00	-			
Publications / documentation	32,520.00	-			
Travel (Intl / Local)	266,163.63	-			
Equipments & Supplies	61,825.00	-			
To FAIR TRADE PLUS, INDIA					
EU Exposure Visit	-	86,995.00			
Observed Workshop - BTC Exps.	-	401,039.00			
Producer's Workshop	-	1,642,937.00			
Human Resources/ Staff Salary	-	1,059,500.00			
Mentoring / Selection of Mentors	-	550,748.00			
Project Admin. Cost	-	614,231.00			
Other Costs, Services	-	48,763.00			
Field Visit to MSEs	-	52,217.00			
Local Travel	-	204,141.00			
Promotional Leaflets	-	14,400.00			
Fair Trade Convention	-	516,907.00			
System Support Service	-	7,576.00			
MSE Support workshop	-	1,486,087.75			
External Evaluation	-	211,945.00			
Content Develop & Maint. Website	-	213,162.00			
Developing & updating Website	-	177,500.00			
To Field Study (MF & Livelihood)					
Lodging & Boarding	118,789.00	-			
Food & Snacks	5,390.00	-			
Incidentals	6,710.00	-			
Local Travel	39,796.95	-			
Contribution paid	8,000.00	-			
To SEEP NETWORK : BP PROJECT					
International Travel/Visa/Lodging	74,331.58	-			
Surplus Grant for Activities FCRA	2,051,196.35	2,942,081.97			
Excess of Income over Expenditure Local	47,395.00	40,693.00			
	13,198,069.80	14,161,550.36		13,198,069.80	14,161,550.36



As per our separate report of even date

For S. R. Agarwalla & Co.

Chartered Accountants

(Signature)
(Rajesh Agarwal)
Partner [M No.94188]

For Fair Trade Forum - India

(Signature)
(President)

(Signature)
(Treasurer)
(Signature)
(Secretary)

Date : 09/07/2011
Place: New Delhi



FAIR TRADE FORUM - INDIA

A Registered Association, Registration No. 37844 / 2000

Regd. Office: 66-A, Indira Park, Gali No.13, Anarkali Road, Chander Nagar, Delhi - 110 051

National Secretariat: 260, Okhla Industrial Estate, Phase-III, New Delhi - 110 020.

Balance Sheet as at 31st March 2011

Liabilities	Amt as on 31st Mar 11	Amt as on 31st Mar 10	Assets:	Amt as on 31st Mar 11	Amt as on 31st Mar 10
Capital Fund:			Fixed Assets:		
Opening Balance: 2,493,337	3,494,678	2,493,336.81	Equipments / Electricals	27,570.00	32,435.00
Add: Surplus / (Deficit) 47,395			Computer, Printer & Software	10,487.00	23,418.00
Add: Contbn Adjustment (5,500)			Furniture - National Secretariat	55,143.50	29,703.00
Add: Contributions to:			Fire Extinguisher	848.00	998.00
Corpus 189,500					
FTF-I Building Fund 769,946			Investments:		
			Fixed Deposits CBI - Local	3,259,442.59	1,629,009.59
			Fixed Deposits CBI - FCRA	3,729,962.00	3,557,528.00
Current Project Liabilities:			Current Assets:		
Grant Balance (C/F) - EU-ECCP	10,369.50	42,443.50	Loans & Advances - Local	5,000.00	5,000.00
Grant Balance (C/F) - SEEP	540,092.42	614,424.00	Loans & Advances - FCRA	6,721.00	11,507.00
Grant Balance (C/F) - Fair Connect	1,695,531.43	2,690,620.92	Grant Receivable (DC(H))	31,408.00	31,408.00
Grant Balance (C/F) - SFTMS	96,652.46	78,395.46	Sundry Debtors - Local	68,605.00	93,299.00
Grant Balance (C/F) - WEIGO	683,626.83	173,065.59			
Grant Balance (C/F) - MF & FV	48,109.05	-	Sundry Debtors - FCRA	1,811,465.02	1,799,384.92
Grant Balance (C/F) - Pro-Sustain	746,373.07	-	TDS (2006-07) - Local	4,009.00	4,009.00
Grant Balance (C/F) - FTSC	26,924.03	-	TDS (2007-08) - Local	4,699.00	4,699.00
Grant Balance (C/F) - FT Plus	45,770.86	-	TDS (2008-09) - Local	35,313.00	35,313.00
			TDS (2009-10) - Local	11,632.00	11,632.00
Current Liabilities (FCRA):			TDS (2010-11) - Local	19,877.00	10,429.00
Staff Welfare Fund	527,817.00	25,466.00	TDS (2011-12) - FCRA	29,561.00	-
Exchange Fluctuation Gain - Hivos	225,190.00	286,190.00			
Exchange Fluctuation - Weigo	10,013.00	10,013.00	Cash in Hand		
HR Mobilisation - Fund	1,477,388.00	732,421.00	Local	6,879.25	6,334.25
Project Admin Fund	382,401.14	-	FCRA	14,941.65	1,779.75
Grant in Advance (IDRC)	837,083.71	-			
Fund for Office Rent	213,600.00	-	Bank Balance:		
Program Exp. Payable	20,305.00	-	CBI 36205	90,324.47	771,756.00
Sundry Creditors	1,667,008.00	1,626,452.05	CBI 02421	148,776.00	197,301.97
TDS Payable	45,312.00	63,866.00	CBI FCRA A/c.	3,750,916.83	1,292,469.85
Trainer's Perdiem Payable	-	139,000.00			
Salary Payable	44,000.00	190,741.00			
Current Liabilities (LOCAL):					
Expenses Payable (Local)	56,128.00	-			
Sundry Creditors: Local	194,208.00	145,503.00			
Members Participation (EU-SHARE)	-	221,476.00			
Relief Fund	12,500.00	12,500.00			
Membership Fee Pending Approval	3,500.00	3,500.00			
Membership Fee Payable	19,000.00	-			
Total	13,123,581.31	9,549,414.33	Total	13,123,581.31	9,549,414.33



Date : 09/07/2011
Place: New Delhi

As per our separate report of even date

For S. R. Agarwalla & Co.

Chartered Accountants

(Signature)
(Rajesh Agarwal)

Partner [M No.94188]

For Fair Trade Forum - India

(Signature)
(President)

(Signature)
(Treasurer)

(Signature)
(Secretary)



Fair Trade Forum - India

Annual Report 2010 - 2011

Address

260 Okhla Industrial Estate, Phase 3, New Delhi - 110020

Tel: 65264630, 4104 7655, Email: ftfindia@gmail.com