

# Fair Trade Forum - India

The National Network for Fair Trade in India

## Annual Report 2011-12



Photo courtesy: Literacy India

**Working with more than 150000  
Grassroots Producers of India**





**Dear Fair trade fraternity,**

As Secretary to FAIR TRADE FORUM- INDIA, it is my last message to you.

First of all I would like to thank you for your kind cooperation and trust, I am also thankful to all EC members for their continuous support and also I shall mention here that all the staff of National secretariat have worked very hard and given their cooperation in day to day working to achieve the expectations of our members. Your coming together in the AGM 2012, representing Craft, Textile and food sectors that include the producers, CEO's, is an expression of your commitment and contribution to the call for development and fair trade promotion in particular. Your affiliation to FTF-I as a member validates its existence.

We absolutely need to re-engage the membership in the activities of the FTF-I, and we need to refresh our approach to ensure that members are confident and active.

The areas which need to focus is additional support to our members.

1. To coordinate the work of its members.
2. Create a conducive operating environment for members.
3. Lobbying and advocacy for its members.
4. Building the capacity of members.
5. Being the link-pin between members of FTF-I, government and development partners, and funders.

We should make a commitment to provide the necessary resources, support and training to assist our members in their work.

The role of the net work organizations should therefore not be limited to the implementation of programmes. FTF-I should seek to build your capacity as individual organizations so that you are able to execute your mandates effectively.

Net working organizations are the conduit through which information, skills can be transferred to member organizations. FTF-I seeks to build the capacity of member organizations so that they are able to articulate development issues, lobby and advocate for FAIR TRADE that is pro-producers and pro-farmers. FTF-I can achieve this by running training workshops, research and information dissemination. The realization is that if done well, with sensitivity to all groups of producers and farmers, fair trade can be an effective tool for poverty reduction.

I always share with my fair trade friends colleagues in the network that we came to Fair Trade for the 'producers'. We explored working on products, later started improving products, kept on trying to understand the market requirements and consequently entered in to market to do our best to build up their livelihoods.

The network in Fair Trade, especially that of an emergent market like India came to centre stage when the activities of producers and marketers alone posed insignificant to connect the producers with the market, consumers and the polity of the country. FTF-I as a mandate has given justice at least to an extent in the past and especially during the last few years to these duties. In addition to the organisations' individual engagement with Fair Trade, the Forum has taken common issues such as Fair Trade adherence building and Fair Trade promotion at various levels.

FTF-I is continuously putting its efforts in Retail fairs, FAIR TRADE INDIA branding, fair trade cotton supply chain development programs and promotions. FTF-I is trying all means and resources available to ensure more participation of our members which has now crossed 100.

It was also interesting to analyse and reinvent about what should be our core areas for action as the Indian national Fair Trade network. If we can consolidate our present and prospective resources, I would request you to consider 'market facilitation', 'monitoring' and promotion of fair trade as the core areas for action. Many such tasks are already being addressed. But a recheck, especially in terms of capacities and resources are required. It deserves in depth deliberations.

Last but not the least such efforts will have more meaning if we explore it.

However, I am sure that with your vast experience, intellect and commitment to Fair Trade, the challenges will pave way for new opportunities.

**Thank you**  
**S.C.Mittal**



**Dear Friends,**

We have been together in Fair Trade for more than a decade. We carry with us the privilege of making the future of Fair Trade in the coming years. While we prepare the checks and balances of the efforts taken up by FTF-I in the year 2012, I am really confident that many facets of growth are visible to all who are looking forward to this Fair alternative. But at the socio-political and economic fronts, we have also witnessed so many upheavals, that more efforts, are needed at a much wider front from all of us.

What we have initiated during the year - a thought process closely followed by actions to rewrite the monotonous images of 'Fair Trade' an 'export centric' development route, scored by ourselves quite inadvertently, during the course of our growth. We still stand for Trade, with Fair values, but also with tools to spread our wings in local, national and regional markets in addition to the export arena where we are working with the support of our Fair Trade partners.

The tools, such as Fair Trade India brand, our readiness to promote GiFT - 'Give Fair Trade', our corporate Gifting program, our committed partnerships to promote 'total fair trade' model' supply chains' and above all our network of 102 Fair Trade partners who stand for more than 150000 producer partners, Fair Trade facilitators and supporters, can definitely lead us to address some of the emergent situations, which we are destined to address and manoeuvre.

Now, what about common goal as Fair Traders? While posing these questions, as a regular viewer and reader of media, what I feel is that day by day, the reason for us to come together as The Fair Trade fraternity, is increasing. We have to sow, produce, nurture and promote or market, products and services. We have to work with a simple but strong vision rooted on Fair values and communicate it through a single mouth- piece the National Network of Fair Trade.

FTF-I as a forum has this vision by working with the Indian Fair Trade fraternity during the last decade. We are thankful to the members, partners such as Oxfam, HIVOS, EU and Fair Trade harbingers such as Traidcraft and Fair Trade Original for supporting us to evolve the vision. Irrespective our nature of work, partner profile, product ranges and technical-legal structures, our vision is "ensuring socio-economic development through trade to the producer - artisans, farmers and workers through Fair Trade' This vision has essentially made us busy in reinventing & exploring ways of intervention at the level of production, market and promotion. While FTF-I is slowly surpassing its evolving years I can clearly claim that with your support, we will be able to address many more such points & walk on successfully.

FTF-I as a national network can look into many challenges that Fair Trade as whole is facing, gaining the confidence of new generation consumers and at the same time dealing with distant partners and addressing the greater common issues. I hope our networks, historical Fair Trade organizations and our members will surely be more convinced about FTF-I's role as the right platform for doing so.

The Fair Trade India brand, GiFT, policy interventions and market facilitation that we are now taking up are just humble beginnings. Now the time has come to think about strategies to scale up, institutionalize and move on to next level. Many of our pioneers in the movement in India and abroad envisioned an era where all will speak about 'Fair Trade' and search for Fair products as well as services. Interestingly the market for Fair Trade as a whole is audible and visible. This shows that even the corporate giants cannot deny Fair values, for growth for too long.

For this to fructify we need to strengthen the hands of the Forum – your forum-which I am sure we will collectively encourage seeing the activities organized in the year 2011-12 as shared with you in the report.

Together Let's build this FT market for India, through India, from India.

I thank you all for the support extended to the members of the EC & the NS- and do hope to see the continued support in the years to come.

**Jabeen**



The launch of FAIR TRADE INDIA brand in six shops was the highlight of this year's World Fair Trade Day celebrations



Inauguration of Indha FAIR TRADE INDIA Shop, on World Fair Trade Day

## World Fair Trade Day Celebrations

Organised world Fair Trade Day celebrations by soft-launching the 'Fair Trade India' retail brand at six Fair Trade shops – Indha Shop, Gurgaon, Sasha Shop, Kolkata, Green Shops in Ootty, Coonoor and Kothagiri in the month of May.

A grand launch was organised at the Indha shop Gurgaon with a performance by the famous EKA music group in the month of May. 'I Support Fair Trade' campaign was also organised in the Indha shop during the celebrations in May.

Among other locations – Sasha shop, Kolkata, the celebrations was organised by organising "I Support Fair Trade" campaign. The "I Support Fair Trade" was organised in was launched in the month of March with the objective of strengthening consumer awareness about Fair Trade in India.

FTF-I produced IEC materials including posters, templates for e-mailers, standees and Press Releases to support members to promote Fair Trade and FAIR TRADE INDIA brand during the World Fair Trade Day celebrations. Representatives from European Union, Corporate houses, students, general consumers and Fair Trade organisations participated in the celebrations



An artisan lighting candle during the inauguration of Indha FAIR TRADE INDIA shop



The EKA band performing during the Fair Trade fortnight

## Fair Trade Fortnight

The Fair Trade Fortnight celebrations organized from 8th to 22nd October 2011. Public events, fairs, cultural programs, talks, craft demonstration, coffee meets, street processions and the promotion of 'Fair Trade India' brand took centre stage in the celebrations organized in New Delhi, Kolkata, Hyderabad, Bangalore and Chennai. Celebrities, students, policy makers, corporate, producers and above all consumers joined hands with Fair Trade fraternity in India during the event. The fortnight was supported by European Union under ProSustain project.

EKA band performed 'Swatantra Music' on 20th October 2011 organised at New Delhi as part of FAIR TRADE FORTNIGHT 2011 celebrations at India Islamic Cultural Centre, Lodhi Road, New Delhi.

Also, ReFashion' a design competition based on the concept of recycling was organized for students of fashion design was organised in partnership Pearl Academy of Fashion as part of Fair Trade Fortnight.

Students from well known institutes such as NIFT, NID and Pearl Academy of Fashion participated in the competition. The names of winners of the competition were announced during the performance of EKA band.

A 'Fair Trade Bazaar', display and sale of Fair Trade products, was also organized from 12th to 25th October at FTF-I in New Delhi. Five Fair Trade organizations took part in the Bazaar.

A workshop on Fair Trade and Sustainable Consumption was organized on 31st October 2011 in partnership with SIPA at MSSRF (M. S. Swaminathan Research Foundation) at Chennai. Mr.K.Y.

Clement, General Manager, NABARD, Tamilnadu Regional Office , Chennai was the chief guest in the inaugural ceremony. Mr. S.V.Sekar, film actor and social activist launched the newly designed website for

Fair Trade Forum – India in the valedictory ceremony of the workshop. (This was an extended program, which FTF-I had planned originally as part of Fair Trade Fortnight)

The Fair Trade Fortnight had taken the FAIR TRADE INDIA brand to the general public with wide involvement of students and young consumers



Students campaigning for Fair Trade in Bangalore



The Ode to Earth exhibition was a joint initiative by FTF-I and Ode to Earth pvt Ltd, working under Access



Mr. Jairam Ramesh, Union Minister for Rural Development at FTF-I stall in Ode to Earth

## Fair Trade fortnight

"In Bangalore, noted film actor Anurudha participated as the Guest of Honour in the Green Tea Evening organized at 'The Green Path'. A Craft Display and sale was organized at 'The Ants' store on 21st to 23rd October. Smt. Leeladevi R. Prasad, Former Minister for Kannada and Culture, Government. of Karnataka participated in the Coffee Evening organized on 21st October. Another Craft and Display was organised at Mother Earth shop.

Dr. K. Panchaksharam, founder president, FTF-I, Mr. T. Muralidharan, HIVOS, Ms. Mallamma Yalawar, Treasurer, FTF-I, Mr. M.Bhupathy, founder, Shilpa, Mr. Pradeep Krishnappa, The Ants, Mr. H.R.Jayaram, founder, The Green Path led the celebrations organised in Bangalore. A Fair Trade Awareness road show was organized on 20th October at Bridge-MG Road Corner, Bangalore. A Press Meet was organized on 19th October at the Press Club of Bangalore. 'Nomads' the store owned by Sabala organised a 'Fair Trade India' promotional display at Tesco as well during Fair Trade Fortnight.

In Chennai promotion of 'Fair Trade India' brand was organized on 10th October at SIPA. Fair Trade producers, many visitors from India and abroad participated in the promotion program.

In Kolkata, Craft demonstration by artisans, talks, Coffee Meet, Fair Trade awareness programs in shopping malls and interaction with producers were organized during the fortnight.



The stall of Orupa in then Ode to Earth Exhibition



Some of the participants at the Fair Trade awareness program in Amity University

## Fair Trade Awareness Programs

FTF-I organised 30 awareness programs in 29 educational institutions which includes Art & Science colleges, universities, vocational training centers and universities. The colleges include art and science colleges, social work schools, business schools, Fashion Design schools, and engineering colleges. Representatives from Fair Trade organizations and members of National Secretariat team shared the concept of Fair Trade, its role in addressing poverty, the Fair Trade Principles, 'FAIR TRADE INDIA' brand and opportunities available for students to associate with Fair Trade movement were shared with the students as well as academicians through the programs.

The total number of students directly covered under this programme in 2011-12 was 1600. The prominent among the institutions are National Institute of Fashion Technology (NIFT), National Institute of Design (NID), Indian Institute of Foreign Trade, Indian School of Business, TERI University, Pearl Academy of Fashion, Sri Ram College of Commerce, New Delhi, Delhi School of Social Work, Jamia Millia Islamia, Vellore Institute of Technology, Amity School of Rural Management, Apparel Training Design Centers (in Delhi, Haryana and Uttar Pradesh) and IILM School of Design, Gurgaon, Sambodhi Research & Management Institute, Delhi. FTF-I also collected signature of students in support of Fair Trade through 'I Support Fair Trade Campaign' along with the awareness programs in each campuses. re on 21st to 23rd October..



Students in a Fair Trade awareness program in the Academy of Applied Arts



Awareness programs, campus Fair and competitions at ISB-Hyderabad and IIFT New Delhi were the highlights...



Ustad Safqat Amanat Ali Khan in a concert at IIFT, New Delhi co-sponsored by FAIR TRADE INDIA brand

## Campus Fairs

FF-I participated in eight campus Fairs by combining awareness generation, display and sale of Fair Trade products. Group sessions, one to one interaction, artisan interfaces and cultural programs, co-sponsored by FF-I were the attractions of the Fairs. The major campuses in which we reached out through fairs include Indian Institute of Foreign Trade, New Delhi, Indian School of Business, Hyderabad, Sri Ram College of Commerce, New Delhi and St. Stephan's College and Vellore Institute of Technology.

Two special programs were organised towards reaching out to students this year. The first was 'Creative Cut' inter-university documentary film competition for students and campus fair organized by Manav Rachna International University in partnership with FF-I. Another event which deserves special mentioning was Sanyojan 2012 organised by F-TEC in association with Fair Trade Forum-India on 26th March 2012 at Sirifort Auditorium, New Delhi. The event was a part of a series of "Sanyojan" events being organised in different parts of India, which aims to enlighten the youth and make sure their participation in the process of transforming India into developed nation by 2020.

As a follow up to the earlier programs, FF-I facilitated a project by a student from the Academy of Applied Arts with their member organisations. Among the campuses in which FF-I organised programs, six of them showed interest to send students for internships or doing projects in Fair Trade organisations.

In Hyderabad, FTF-I participated in 'Mercado 2011' organized at Indian School of Business. Iytha Mallikarjuna Executive Director, FTF-I, P.Sridharan Nair, Vice President, FTF-I, T.Muralidharan, HIVOS and Ms. Indrani Singh participated in the panel discussion – Redefining Business. Three FTF-I members participated in marketing event organised as part of 'Mercado.'



Chetna Organic stall at in the Fair at ISB, Hyderabad





A group of students from Japan joining the 'I Support Fair Trade Campaign'



## 'I Support Fair Trade' Campaign

Developed a signature campaign which will be carried forth by members and built as a nation-wide campaign by the World Fair Trade Day in May 2011. Design the logo and communication material for "I Support Fair Trade" campaign. The signatories of the campaign includes Jazz Maestro Mr. Ramsey Lewis, eminent social scientist Prof. Arun Kumar, Mr. L.V.Saptarishi, IAS (retd.) and the members of EKA music band. The campaign was organised along with Fair Trade awareness session and campus fairs as well. The campaign covered the New Delhi, Kolkata, Bangalore and Chennai.

In all the campuses and retail Fairs organised by FTF-I such as 'Fair Trade Fair' and 'Ode to Earth', 'I Support Fair Trade' campaign was also organized. The major cities in which the campaign was organised include New Delhi, Kolkata, Chennai, Bangalore, Ahmedabad and Thrissur. Many delegations of students, volunteers and visitors from various countries such as Japan, Italy, Spain, Nepal, Bangladesh and Japan participated in the campaign



'I Support Fair Trade Campaign' being inaugurated jointly by an artisan and Mr. L.V.Saptarishi, IAS (retd)

The highlight was 'Fair Trade Fair', successfully organised in Kolkata for the 5th consecutive year..by drawing from the experience we have also organised many small Fairs



Customer at Fair Trade Fair, Kolkata

## Fair Trade Fair

Fair Trade Forum – India in partnership Sasha organised a 'Fair Trade Fair' in Ice Skating Rink, Kolkata in October 2012. Fifteen FTF-I members were given opportunities to display and sell their products through the Fair. The 'I Support Fair Trade' campaign was also organised at the venue of the Fair.

Fair Trade Forum - India and SAHAJ jointly organized a Fair Trade Fair from 19th to 22nd January 2012 at Beyond Art Gallery, Ahmedabad. Shri Mahendra Patel, President, Chamber of Commerce, Gujarat and Smt. Nayna Patel, President, Chamber of Commerce-Women's Wing, Gujarat inaugurated the occasion. The Fair was organised in partnership with HIVOS. The inaugural session of the Fair was attended by Ms. Jabeen Jambughodawala, President, FTF-I, Ms. Mallamma Yalawar, Treasurer, and Ms. Roopa Mehta, Director, World Fair Trade Organization. Mr. S.C. Mittal, Secretary, FTF-I and Ms. Leela Vijayavergia, member-Executive Council 'I Support Fair Trade' campaign was also organized along with the Fair.

Twenty Fair Trade organizations participated in the Ode to Earth – Crafts Carnival by displaying and selling the crafts and natural products made with respect to People & Environment, from 20th - 23rd October. Access Development Services was the strategic partner in the event.

(Beneficiaries of Fair Trade Fair: Orupa, Sabala, Tomorrow's Foundation, Aparajitha Trust, EMA, Silence, SKVIS, Sadhna, Calcutta Rescue, Creative Handicrafts, CSWS, ESAF, Fair Deal Craft, Imagination, Kumavon Grameen Udyog, Literacy India and MKS)

(Participants of ode to Earth: Mahila Umang Samiti, Conserve HRP, Orupa, FTCL, Purakal Stree Sakti, ESAF, Bhopal Rehabilitation, JKSMS, Aparajitha Trust, Aagor Daargra, Sadhna, Unnyan Sansthan, Pardada Pardadi Edicational Development Society, Noah's Ark, Arunim, CSWS. The Child Trust and Calcutta rescue)



BCLA stall in the Ahmadabad Fair





The Fair Trade India Brand

## FAIR TRADE INDIA brand

The FAIR TRADE INDIA retail brand was adopted to provide a common identity for Fair Trade shops in India. In April, the piloting of the brand was started and four shops were selected to test the brand. On 14<sup>th</sup> May 2011, the World Fair Trade Day, the brand was soft-launched in four shops – Green Shop, Ootty, Indha Shop, Gurgaon, The Ants, Bangalore and Sasha, Kolkata. With the experiences from the soft launch as well as based on the responses from people from different walks of life, the designs for the brand collaterals, merchandise and posters were finalized in the subsequent four months. The brand posters, Fair Trade posters, shop posters, brand wall and shop messages were finalized and the adaptation process of various shops was also carried out.

A meeting of CEOs of organizations who are taking part in the first phase of branding was organized on 13<sup>th</sup> September 2011. CEOs from ten organizations and advisors of the branding program have also participated in the program. The meeting finally approved the pilots of the branding initiative.

During Fair Trade Fortnight – 8<sup>th</sup> to 22<sup>nd</sup> October 2011, FAIR TRADE INDIA brand promotion programs were organised in New Delhi, Kolkata, Bangalore, Hyderabad and Chennai. Several celebrities and other dignitaries including Mr. Anurudha, Kannada film actor, Jairam Ramesh, Union Minister for Social Justice and Empowerment, Ms. Krishnammal Jagannathan, noted land rights activist, Ms. Leela Devi Prasad, former Minister, Karnataka, Alokanda Roy, Danseuse, Agnimitra Paul, Designer and Ratnabali Roy, Social Activist.

**List of shops: Creative Handicraft (2 shops), Sasha Shop, Nomads, Dharohar (2 shops), The Ants, Prerana Handicrafts, Sadhna, Kilmora (2 shops). Indha, Green Shop (3 shops)**



'Dharohar' FAIR TRADE INDIA shop is getting inaugurated



Along with the design and advisory support to bring shops under the brand we are also facilitating marketing linkages with FTF-I members



Sadhna FAIR TRADE INDIA shop at Udaipur

## Fair Trade India brand

Dharohar' FAIR TRADE INDIA shop was launched on 22nd December 2011 at Baroda. The shop is an initiative by Sahaj, Dahod. The first Dharohar shop, was launched in 15th July 2011. The product line of both the shops include bamboo products, furniture, garments, fabric, cushion covers, corporate gifts, jewellery, key chains, fabrics and hangings. At present Sahaj is working with more than 1200 women artisans and the organisations has so far able to create niche market for tribal products from the area in which they are working. Ms. Jabeen Jambughodawala, President, FTF-I and co-founder of Sahaj, Mr. S.C.Mittal, Secretary, FTF-I and Mr. lytha Mallikarjuna, Executive Director, FTF-I participated in the inaugural ceremony.

Sadhna launched the FAIR TRADE INDIA brand on 23rd December 2011 in a get together organised at the shop at Old Fatehpura Udaipur. Nearly hundred Fair Trade artisans, staff members and trustees of Sadhna participated in the brand launch. Ms. Leela Vijayaverjia, Chief Executive of Sadhna opined that brand will add more visibility to the shop. From FTF-I, Jayakumar, Director - Communications also participated in the launch. A 4-day discount sale was also organised as part of the Brand Launch

We have now 14 FAIR TRADE INDIA shop functional till now and another 20 are in pipeline. FTF-I is also working on franchisee and online models to expand the scope of FAIR TRADE INDIA retail brand



Brandwall of Indha Shop



The reworked GiFT logo

## GiFT: the Corporate Gifting Program

FTF-I facilitated two orders under the corporate gifting program during the year. E-catalogues, pages in social networking websites, Power Point Presentations and briefing papers were also prepared to take the program forward. FTF-I also facilitated members' participation in twenty corporate exhibitions during the period, which includes RBS, CMC, Aircel, Nestle, L&T, Tesco and American Express etc.

A survey to update the products available with the prospective member participants of the GiFT program and to understand the demands of the potential clientele was also conducted. Based on the results new product combos, general as well as customised e-catalogues are being prepared.



Gayatri Patra from CSWS at the display-cum-sale at a corporate house

Retails Fairs in partnership with members and other like-minded groups were also explored during 2011-12



Aadivasi Mela Bhubaneswar: Exterior of FTF-I's stall

## Green Haat

FTF-I facilitated participation of CSWS, ESAF, Orupa and Sahaj participated in Green Haat, an exhibition of non-timber forest produce in partnership with CEE (Centre for Environment Education) and Access Development Services. All four organizations exhibited products made of natural fibers in the exhibition. Mr. Jairam Ramesh the then Minister of State for Environment and Forests visited the stalls of FTF-I members and interacted with the stall managers. The exhibition was organized by Union Ministry of Environment and Forests as part of the World Environment Day celebrations. Besides large number of general public, students, government officials and representatives of development organizations have taken part in the exhibition.

## Aadivasi Mela

Fair Trade Forum - India jointly with Orupa managed to get a Fair Trade Pavilion in the Aadivasi Mela 2012 at Bhubaneswar. The Mela started on 26th January will be concluded on 5th February 2012. Four FTF-I members - Orupa, Sadhna, CSWS and Anwesha participated in the Mela. The products being sold by FTF-I members include textiles, garments, dry flowers, natural fiber products, wooden products, dokra craft and natural food.



Customers at the Ode to Earth Exhibition, New Delhi





Artisans at work at one of Orupa's groups

The program has helped many emerging organisations in developing strategic plans for growth as well as new designs

## Business Planning Program

Six organizations were selected under the program and strategic plans for marketing, designs and financial management were prepared for there organizations with the help of expert consultants. Six members of FTF-I - Orupa, Bhopal Rehabilitation, Unnayan Sansthan, The Child Trust, Pushpanjali Fair Trade, and Godawari Delta Women's Lace Artisans' Cooperative participated in the program.

Orupa introduced advanced techniques in cloth based patch work in cooperation with the Odisha State Initiated Design Centre, (SIDC), , which will be benefitting to 150 artisans in Puri. Bhopal Rehabilitation conducted design development training to artisans on the concept of reuse and recycling of raw material waste, with the help of a designer. Unnayan Sansthan organised design development program with the help of a designer to come out with durries and carpets. The Child Trust organised design development programs for jewellery with the support of a designer and also developed a business plan with the support of a consultant. Pushpanjali Fair Trade organised design and development program for jewellery and zari embroidery products.



An artisan at working with CSWS

As part of membership process, FTF-I is offering orientation to new and existing organisations to build up Fair Trade adherence at various levels



An FTF-I supported Fair Trade awareness program organised at Noah's Ark

## Membership & Fair Trade Adherence

Ten organizations and one individual were given member membership during the year. This includes organizations into handicrafts, handlooms, hand-knitting, garments, embroidery and food products. Two among the organizations Trifed and Arunim are promoted by the Government of India under Tribal Welfare and Social Justice ministries. Shop for Change, the only domestic Fair Trade product certification organization working with mainstream commercial organizations has also come under FTF-I membership this year. FTF-I also facilitated World Fair Trade Organisation's (WFTO) membership process from three members from India this year.

## Field Visit & Monitoring

As part of random monitoring mission, FTF-I's Executive Council members and national secretariat team visited 30 Fair Trade organizations this year. Data on artisans' groups, wages, turnover and case studies were also solicited from the member organizations. Seven entry audits and Fair Trade orientation session were conducted during the year.



Producers in a Fair Trade awareness session





Some of the participants of the 'Fair Wage' workshop

## Fair Wage Workshop

FTF-I represented Indian Fair Trade organisations in a workshop on Fair Wages organised by Fair Trade Original (FTO), the Netherlands on 15th – 16th April at New Delhi. Representatives of several Fair Trade organizations and FTO's trading partners from India, Bangladesh and Nepal participated in the workshop. The workshop helped the participants to explore scope of adopting a fair wage policy at producer level. Several challenges related to fair wage such as 'how to calculate', 'collection of reliable data', 'the present wage structure, 'effect of fair wages on the organisations, prices, products and production processes' and 'strategies and plans towards implementation of fair wages' were discussed in the workshop.

Representatives of FTF-I told that Fair Trade is beyond fair wages. Other benefits can be seen as part of the wage. The continuity of employment is an example. However, in a survey conducted by FTF-I, fair wages was prioritised by 68% of the consumers as the reason to look for Fair Trade products. There are organisations, which are adhering to many Fair Trade principles but are not being able to provide fair wages, because the way fair wage is being conceptualised in the western countries is not fair in the context of developing countries of the east.

In a developing country, regular employment quality of life of the artisans/producers and provision of social security schemes are extremely critical. Majority of craft sector in India falls in the informal sector characterized by irregular and casual employment and hence responsibilities of Fair Trade organisations in India go beyond Fair wages. So FTF-I reiterated that the overarching goal for Fair Trade producers should be ensuring regular employment and income to workers should be the primary concern.

Evolving a Fair Wage policy based on mutual commitment and consensus among partners in the Fair Trade fraternity is FTF-I's aim



Fair wage policy workshop in progress



The program recommended availability of products at convenient locations to consumers and awareness raising as core activities



Inauguration of Fair Trade adherence building program in Thrissur, Kerala

## Exploring Fair Trade: A Kerala Perspective

On 22<sup>nd</sup> March 2012, a Fair Trade Alliance Building Program was organized in Thrissur, Kerala in partnership with ESAF. 'Constant efforts on Fair Trade awareness raising' and 'establishing Fair Trade outlets' were the recommendations mooted by the participants in the consultation 'Exploring Fair Trade: A Kerala Perspective' organized jointly by Fair Trade Forum – India and ESAF in Thrissur, Kerala on 22nd March 2012. The program was organized in partnership with HIVOS under FairConnect project.

Eighty icons from different sectors - Consumer groups, Environment activist groups, Academicians, Students, NGOs, Trade bodies, Media, Government departments and FTF-I members debated to draw a clear Fair Trade advocacy and campaigning plan for Kerala. Mr. P Sridharan Nair, Vice President, FTF-I welcomed the participants and gave an overview of the programme. Mr. Paul Thomas, founder of ESAF delivered the keynote address on "Livelihood Generation - A Value based approach". Mr. Mathew John, CEO of Keystone Foundation spoke on "Social Markets". The participants were divided into three groups and the group leaders presented their views on 'Responsive Consumerism', 'Socio-Environmental issues & Fair Trade' and 'Fair Trade Promotion & Advocacy - A Kerala perspective'.



Participants of the workshop included academicians, students, micro-finance experts and farmers



Secretary of FTF-I with Jaya Jaitly, founder of Dastkari Haat Samiti in the program

Dialogues and sharing of best practices with organisations, which are promoting sustainable consumption were also organised

## Summit on Sustainable Consumption

A summit on Sustainable Consumption and Social Responsibility was organized by Fair Trade Forum India on 23rd June at India International Centre. The aim was to create alliances between FTF-I and other organisations, which are working to promote Fair Trade and sustainable consumption in India. The summit was organised with the support of HIVOS.. CSR Heads, CEO's of the member organizations, development experts, government officials, representatives from European Union and young entrepreneurs actively participated in the Summit. Mrs. Jaya Jaitley, Founder of Dastkari Haat Samiti was the chief guest in the inaugural session. Mr. S.C.Mittal, Secretary, FTF-I chaired the inaugural Singh, PHD Chamber of Commerce, Ms. Kritika Singh, AIACA and Ms.Jyotsna Bhatnagar, Monsanto participated in the stakeholders' sharing session.

Mr.Parul Soni, Executive Director and Practice leader, Development Advisory Services at Ernst & Young chaired the session. During his address he opined that there is a need for the industry, government, civil society, academia, artisans to work together towards sustainable development and to promote sustainable production and consumption. Mr. Handoo suggested that introducing an information bank for artisans is necessary as majority of the session. Mr. lytha Mallikarjuna, Executive Director, FTF-I presented the context of the summit in the inaugural session.

Mr. A.K.Handoo, Director-north (retd.), O/o DC Handicrafts, Mr. Prabhjot Sodhi, CEE, Dr. Poonam Panday, GIZ, Mr. JatinderSingh, PHD Chamber of Commerce, Ms. Kritika Singh, AIACA and Ms. Jyotsna Bhatnagar, Monsanto participated in the stakeholders' sharing session. Mr.Parul Soni, Executive Director and Practice leader, Development Advisory Services at Ernst & Young chaired the session.



Mr.S.S.Maiti, Trifed taking part in discussion

Fair Trade alliance building programs were organised in new geographical areas to explore nation wide support and growth for Fair Trade



Inaugural session of the program organised in Gwalior

## Sustainable Growth Through Fair Trade Approaches

Fair Trade Forum-India and SETU Fair Trade jointly organized a Fair Trade Alliance Building Program on 15<sup>th</sup> Feb 2012 at in Gwalior. The theme of the program was "Sustainable Growth Through Fair Trade Approaches".

The program provided an opportunity for a dialogue to understand the similar initiatives and explore a common platform to go forward together where all the like-minded organizations, NGOs, corporate, government officials and educationists can take part and explore alliance for joint actions. They also got opportunity to share about their own initiatives and experiences which can be linked on the common ground of Fair Trade.

The representatives from Confederation of Indian Industry (CII), various universities, government departments have taken part in the meeting.

## Expanding Opportunities for Fair Trade

On 11<sup>th</sup> August 2011, a workshop on 'Expanding Opportunities for Fair Trade in Domestic Market' was organised by FTF-I in collaboration with SASHA at The Saturday Club, Kolkata.



Formal inauguration of the program at Gwalior





Artisans at work at Silence, Kolkata



## The Market and Livelihood: The Political Economy of Retail in India

The workshop was organised to understand the perspectives of the various stakeholders in retail such as small producers, small traditional retailers, street vendors and to understand present supply chain dynamics in the retails sector vis a vis the prospective impacts which the FDI in the sector can bring in. The impacts of FDI in retail on employment, rural economies and interest of consumers were also analysed on the basis of recent studies conducted in India.

FTF-I presented the Fair Trade business model which extends opportunities and sustainable income to the small scale farmers and producers. The possible impact that FDI in retail on small farmers and rural enterprises. The specific topics discussed in the workshop includes 'Fair Trade and the Economies of Retail', 'Producers and Organised retail', 'Gender and Retail' and 'Street Vendors and Retail Market'.

Mr Najeeb Jung, Vice Chancellor, Jamia Millia Islamia (JMI) inaugurated the workshop. Prof CP Chandrasekhar, Economist, Prof Shahid Ahmed, Director, Centre for Jawaharlal Nehru Studies (CJNS), JMI, Prof Gopinath, Advisor, CJNS, JMI and Prof. Archana Prasad, CJNS, JMI led various sessions in the workshop.



The retail debate : some issues

Increasing number of agri-based Fair Trade organisations in FTF-I's membership shows the increasing demand for 'Fair Food' in India



Participants of the workshop

## Fair Trade Workshop for Food & Agri Producers

A workshop for food producers was organised by FTF-I in partnership with Institute for Integrated rural Development (IIRD) at Aurangabad from 24<sup>th</sup> to 25<sup>th</sup> February 2012. The workshop discussed 'fair trade systems demanded in the food market', 'Participatory Guarantee System (PGS)', 'local marketing of fresh organic produces', 'challenges in food marketin' and 'organic retailing'.

A field visit cum training was also organised on the second day to Shekta village to see the organic farming methods and interact with the farmers directly. The participants also visited the 'organic bazaar' the local weekly market for fresh organic produces' and 'Organic Link' the organic shop run by IIRD.



Participants at the shadows in a farm-land, taking lunch served by members of IIRD's farmers' group



Mr. S. S. Gupta, IAS, Development Commissioner (Handicrafts) delivering his inaugural address

## FTF-I's National Convention

The 11th National Convention of Fair Trade Forum – India was organized on 12th and 13th September 2010 at the Radisson Blu hotel, Dwarka, New Delhi. Mr. S. S Gupta, IAS, Development Commissioner of Handicrafts, Ministry of Textiles, Government of India inaugurated the convention. Representatives from FTF-I member organizations, members of Executive Council, partner organisations and representatives from Fair Trade fraternal organizations participated in the convention. Expert-led sessions were organized on topics such as branding, corporate gifting, fair wages and gender financing participated in the convention.

The inaugural session of the convention organized on 12th September was chaired by Ms. Roopa Mehta, President, Fair Trade Forum – India and Director, WFTO (World Fair Trade Organisation).

Mr. Johny Joseph, EC member of FTF-I and Secretary, WFTO explained about the priorities of WFTO. Mr. S.C.Mittal, Secretary FTF-I welcomed the participants and guests. Mr. Josathony Joseph, Advisor (Maharashtra) to the Commissioner of Food Security, Government of Maharashtra delivered the keynote address on the topic 'Can Fair Trade India be the answer to the impending exclusion in India Society.' The inaugural session was followed by cultural programs and a networking dinner.

Mr. Mathew John and Mr. Stanley led the session on umbrella branding. Mr. T. Muralidharan, HIVOS chaired the session. Mr. P. Sridharan Nair, Vice President, FTF-I, Mr. Seth Petchers, CEO, Shop for Change, Mr. O.P. Yadav, Director, Programs, FTF-I and Mr. Anurag Mittal, CEO, Pushpanjali Fair Trade took part in the session on the topic 'From Farmers to Fashion'. Mr. Arun Ambatipudi, Executive Director, Chetna Organic Farmers association chaired the session.

The conference discussed the overall growth strategy of Fair Trade including the scope of domestic market



The senior-most participant of the Convention



Various Fair Trade promotional streams being taken up by FTF-I and members including branding, GiFT and certification were discussed in detail



Jabeen Jambughodawala, President of FTF-I and Dr. Dola Mahapatra, PHD Chamber in the session on Corporate Gifting

## FTF-I National Convention

Ms. Jabeen Jambughodawala, (then) Joint Secretary, FTF-I and Ms. Gaynor Pais, CEO, IRFT participated in the session on 'Corporate Gifts : The Way Forward'. Mr. Dola Mahapatra, Chairman, CSR, PHD Chamber of Commerce chaired the session. Ms. Anshu Bhartia, CEO, FWFB, Ahmedabad, Mr. Satish Bharadwaj, Director, IICD, Jaipur, Mr. Anup Kumar Singh, Independent Consultant - Liaison Officer of FLO for North India, Bhutan, Nepal & Fiji, Ms. Bindoo, Ranjan, Advisor, Design Clinic, MSME, GOI, Mr. Enedaloy and Ms. Amla, NCDPD, New Delhi and Ms. Indraani Singh, CEO, Literacy India, Gurgaon participated in the session 'Partners in Progress'. Dr. K. Panchaksharam, founder president, FTF-I chaired the session. Mr. S.C. Mittal, Secretary, FTF-I, Ms. Anuradha Sharma, Fair Food International and Dr (MS) PVSM Gouri, Advisor, APEDA participated in the session 'Organic Fair Trade Food and India Domestic Market'. Mr. Mathew John chaired the session. Ms. Moon Sharma, CEO, Tara Projects, Delhi, Mr. Debasish Roy Chaudhari, Kolkata, Dr. K. Panchaksharam, founder president, FTF-I and Secretary, SIPA participated in discussion on 'Fair Wages.' Mr. Samuel Masih, CEO, Noah's Ark shared the session

Prof. Shyam S. Sharma Memorial lecture was organised on 13th at the Convention venue. Dr. Devinder, noted economist and writer delivered the lecture.



A view of participants



The team ProSustain with the prize won for the second best project presentation

ProSustain, being the only Switch Asia project which is focused on sustainable consumption lured the attention of all

## Switch Asia Network Meet

The first regional meeting of Switch Asia Network for the year 2011 was organised at Colombo, Sri Lanka from 8<sup>th</sup> to 9<sup>th</sup> June 2011. Sixty nine participants including representatives from 10 Switch Asia projects,, representatives from EU delegation offices in Sri Lanka and India, Switch Asia policy support unit and Switch Asia Network facility took part in the meet. Mr. Anura Priyadharshana Yappa, Minister for Environment and Natural Resources, Government of Sri Lanka and Ms. Padmini Batuwitage, Joint Secretary, Ministry of Environment participated in the concluding ceremony of the meet.

Officials from various ministries, representatives from banks, development organisations and Consumer International also participated in the meet.

Mr. T. Muralidharan Hivos, Jayakumar, Director-Communications, FTF-I, Ms. Sayantani Das, Program Manager, FTF-I and Mr. Jaishankar Talreja, Shop for Change represented ProSustain project in the meet. The event started with a welcome dinner on 7<sup>th</sup> June 2011. Mr. T. Muralidharan shared the experiences of ProSustain project with the participants. The presentation about ProSustain was voted by the participants as the runners up in the contest for the best presentation.



Inauguration of the meeting by Mr. Anura Priyadharshana Yappa, Minister for Environment and Natural Resources, Government of Sri Lanka

The Fair Connect project was instrumental in offering capacity building and market facilitation support to FTF-I members besides Fair Trade advocacy



A basket being woven at CSWS Midnapore

## Fair Connect

Supported by HIVOS

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. The project has a special significance as it is the culmination of HIVOS partnership with FTF-I started in the year 2003. Over the last 9 years, the partnership contributed enormously towards building up the Fair Trade movement in India. Alliance building, workshop for food and agri-based organisations, annual Fair Trade national convention, market



Customer at Fair Trade Fair, Kolkata



## EMPOWERING COMMUNITIES ACROSS INDIA THROUGH FAIRTRADE



Support  
Fairtrade India  
Network

WWW.FAIRTRADEFORUM.ORG

The fair trade india retail brand is the glaring highlight among the outputs of the project



## ProSustain

Supported by European Union

Partners: HIVOS, FTF-I and IRFT

Associate Partner: Shop for Change

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. The specific objective of the project 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.

Fair Trade awareness generation on Fair Trade & Sustainable Consumption among students, building up FAIR TRADE INDIA retail brand, corporate gifting facilitation and building up partnership with government to bring in Fair Trade policies and the state support are the major program areas.



The brand poster of the Ants store

The supply chain development project is promoting a holistic Trade and organic production from farm to the garment making



A participant in the training program for farmers

## Fair Trade Supply Chain Development Project

Supported by: European Union

Partners: Formaper-Italy, CTM Altramerco-Italy and Fair Trade Group-Nepal

Efforts to build up model Fair Trade supply chain for Cotton is being taken up jointly by Fair Trade Forum – India, Formaper Italy and CTM Altramerco through a three year project. The project is supported by European Union. One of the major objectives of the project is to promote sustainable production in the cotton sector by introducing innovative production and Supply Chain Management Systems in India and Nepal. Eventually this will be ensuring access to better socio-economic conditions to the marginalised producers. The model supply chain, will explore production of Fairer cotton, through a more transparent supply chain as a result of the project.

Introducing organic farming methods at the farmers' level, training to reduce input cost and expand the yield and building up integrated model of Fair Trade supply chain by reaching out to all phases of cotton production with Common Sustainable Management Systems (CSMS).



Fair Trade cotton: From farm to Fashion





The participants and project coordinators during training

The FK Fellows got enormous opportunities from seasoned experts and experienced Fair Trade leaders about may crucial aspects of Fair Trade

## FK South-South Exchange Program

Supported by: FK-Norway

Partners: Fair Trade Group-Nepal, ECTOA, Bangladesh

The Fredskorpset (FK) Exchange program aims to contribute to lasting improvements in economic social and political conditions in the world through mutual exchange of knowledge, experiences and skills. Two FK fellows worked with FTF-I for a duration of 10 months under the project, with special emphasis on learning domestic Fair Trade retail. Two interns were sent from India to Nepal under the project.



## Good Neighbour 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). It is an action research project. The research and documentation of impact of Fair Trade on the socially excluded urban communities living in the national capital region was the one of the objectives of the project. The project also aims to come out with a short term action plan to more effectively address the social exclusions through further Fair Trade based actions. Six Fair Trade producer groups belongs to five Fair Trade groups were benefited from the project.



The FK Fellows worked with FTF-I



The project explores Fair Trade based sustainable solutions for child labour in the Home based craft sector



A student in a learning centre run by a Fair Trade group

## 'Sustainable solutions in the fight against child labour in home-based craft production'

The project named 'Sustainable solutions in the fight against child labour in home-based craft production' is aimed to ensure the rights and development of children working in the home-based crafts sector in northern India. The main aim of the project is to develop a model that can be used by governments, industry, non-governmental organisations and child welfare agencies to provide sustainable solutions to child labour. Hence the project will be taking the views and concerns of the children and families involved into account.

The project, supported by the European Union is a joint initiative of Traidcraft Exchange, UK, Centre for Education and Communication (CEC), Fair Trade Forum - India (FTFI), and Shop for Change

### Partners



फेयर ट्रेड फोरम - इंडिया



A child labourer in Sarai Tarin, Moradabad district of Uttar Pradesh



Leela Vijayavergia and Mallamma Yalawar among other participants

## WFTO Biennial Conference

The 11<sup>th</sup> biennial conference of World Fair Trade Organisations (WFTO) was organised in Mombasa, Kenya from 21<sup>st</sup> to 27<sup>th</sup>

May 2011. Johny Joseph (FTF-I EC member and Director, Creative Handicrafts) was elected as the Secretary and Roopa Mehta (former FTF-I President and CEO Sasha) was elected as the Independent Director to the newly elected Board of Directors of WFTO.

The conference was attended by around 220 representatives different continents. "The Common Good – what it means for Fair Trade" was the theme of the conference. The major topics discussed in the conference included 'WFTO Fair Trade System for membership', 'monitoring and certification of members'. Topics such as finance, strategy and work plan were also discussed



Two directors from India are now in the Board of WFTO - Mr. Johny Joseph as the Board Secretary and Ms. Roopa Mehta as an Independent director.



S.C.Mittal Secretary of FTF-I taking part in a discussion

The launch of FAIR  
TRADE INDIA BRAND  
and the model  
supply chain for  
cotton taking share  
the glaring examples  
that we can work on



## Executive Council

The present seven member Executive Council was elected in the annual general meeting of FTF-I, organised on September 2012 at Kochi. In the last year Ms. Jabeen Jambughodawala was elected as the president of FTF-I as Ms. Roopa Mehta, the then president stepped down after getting elected as the independent director, WFTO. The present list of office bearers, and Executive Council members of FTF-I is as follows:-

Jabeen Jambughodawala (Ms.), President

Email: devine2020@gmail.com

S.C.Mittal (Mr), Secretary

Email: mittal.sc09@gmail.com

P.Sridharan Nair (Mr.), Vice President

Email: esafspclsri@gmail.com

Mallamma Yalawar (Ms.), Treasurer

Email: mallamma2005@hotmail.com

Roopa Mehta (Ms.), Member

Email: roopa.mehta@sashaworld.com

Jonhy Joseph (Mr.), Member

Email: johnyjoseph@creativehandicrafts.org

Leela Vijayaverjia (Ms.), Member

Email: sadhna@sadhna.org



Fair Trade  
Clean Products  
Equity

Care for Environment  
Sustainable Income  
to Producers



[www.fairtradeforum.org](http://www.fairtradeforum.org)



# The New Office



Representative of FTCl in front of FTF-I's new office



Dr. K.Panchaksharam, founder president with Mr. S.C.Mittal, Secretary, FTF-I



Representatives of Usha Exim, Noah's Ark and Mesh with the founder president of FTF-I



Ms. Jabeen Jambughodawala, President taking part in the ceremonial opening of new office



FTF-I team along with Ms. Burcu Tuncer from Switch Asia Network Facility at FTF-I Office

**Federation of SOUTH INDIA PRODUEERS ASSOCIATION (SIPA)** - Email: sipa@vsnl.com

**TARA Projects** - Email: tara@taraprojects.com

**Sundarban Khadi Village Industrial Society (SKVIS)** – Email: shephali.skvis2009@gmail.com

**SASHA Association for Craft Producers** - Email: roopa.mehta@sashaworld.com

**Silence** - Email: silence@vsnl.net

**Madhya Kalikata Shilpangan (MKS)** – Email: mkscal@cal.vsnl.net.in; mithudam@dataone.in;

**Shilpa Trust** – Email: shilpatrust1992@gmail.com, kalakushala@sify.com

**Asha Handicraft Association** – Email: lucaswfto@gmail.com,

**Godavari Delta Women Lace Artisans Co. OP Society** – Email: gdwlacci@yahoo.co.in

**Adithi** - Email: adithiwomen@rediffmail.com

**Imagination** - Email: imagination@auroville.org.in

**Share** - Email: craftswomen7@yahoo.com

**International Resource for Fairer Trade (IRFT)** - Email: gaynor@irft.com

**Orupa** – Email: dillip@orupa.org

**Bethani Colony Leprosy Association (BCLA)** - Email: bethanycolony@hotmail.com

**Shantimalai Handicraft Development Society** - Email: smhds@sancharnet.in

**Indus Tree Craft Foundation** - Email: neelam@motherearth.co.in

**Child and Social Welfare Society (CSWS)** - Email: csws@rediffmail.com

**Network of Entrepreneurship & economic development (NEED)** -Email: need@sify.com

**Fair Deal Craft Organisation** - Email: export.in.2511@gmail.com

**NOAH'S Ark** - Email: export@noahsindia.com

**Anwasha** - Email: anwasha2k@rediffmail.com ,

**IFFAD** - Email: veepee@iffad.net

**RASA** - Email: sasha@giascl01.vsnl.net.in

**BAIF** - Email: ggsohani@baif.org.in

**OASIS India** - Email : brenda.sheil@jacobswell.biz

**Grameen Crafts** - Email: bibekroy@rocketmail.com

**Aparajita Trust** - Email: ceovhai@vsnl.com, vpgulati@rediffmail.com

**Unnayan Sansthan** - Email: unnayansansthan111@gmail.com

**C.R.C Exports** - Email: crcwalia@gmail.com

**Ushagram Loka Shiksha Niketan** - Email: ushagram@gmail.com

**Bhopal Rehabilitation** - Email: jnverma-2000@yahoo.com

**SAHAJ** - Email: devine2020@gmail.com

**Unnayan** - Email: unnayanorissa@gmail.com

**SEWA** - Email: Sewa\_lko@rediffmail.com

**Calcutta Rescue** - Email: mitrawoodhatch@hotmail.com

**Equitable Marketing Association (EMA)** - Email: ema.association@gmail.com

## Members

**Sadhna** - Email:sadhna@sevamandir.org

**Nihata Milan Sangha** - Email:anthony\_das1@yahoo.com

**Auroarts Society** - Email:anu65@mantrfreenet.com

**Society of Equitable Voluntary Actions (SEVA)** - Email: sevakolkata@gmail.com Email: jackybonney@mesh.org.in

**Cottage Industries** - Email: info@cottageindustries.co.in

**Pushpanjali** - Email: mittal.sc09@gmail.com

**Creative Handicrafts** - Email: johnnyjoseph@creativehandicrafts.org

**Sabala** - Email: sabala2000@hotmail.com,

**World Family Forum** - Email : shastri@worldfamilyforum.org

**Usha Exim Pvt. Ltd** - Email: shastri@ushaexim.com

**Padmaja Pai** - Email: linkftg@vsnl.net

**Moromi Human Resource Development Society** - Email: sdatta\_che@rediffmail.com

**Jagmini Micro Knit Pvt Ltd** - Email: jag@jagmini.com

**Evangelical Social Action Forum (ESAF)** - Email: esafspclsri@gmail.com

**Bharat Integrated Social Welfare Agency – BISWA**, Email:- b\_wa@rediffmail.com

**Federation Of Tibetan Cooperatives In India Ltd – FTCI**: Email: ftcidelhi@yahoo.com

**Tomorrow's Foundation**: Email: ritwik@tomorrowsfoundation.org

**Auromira Exports** - Email: auromiraexports@vsnl.net

**Aagor Daagra Afad** - Email: aagorweaves@gmail.com

**Sewa Trade Facilitation Centre** - Email: rahul@sewatfc.org

**The Child Trust** - Email: thechildtrust@gmail.com

**Kalatmak Handicraft SHG Foundation** - Email: mlari@rediffmail.com

**Pardada Pardadi Educational Society** - Email:qqgvs@hotmail.com

**VIDYA** - Email: pratimagoel8@gmail.com

**Conserve HRP** - Email: anita@conserveindia.org

**Shape**

**IMEX** - Email: imex.kalsang@gmail.com

**Keystone Foundation** – Email: mathew@keystone-foundation.org

**Women's India Trust** - Email: witrust@yahoo.co.in

**GAYA Dev Services & Projects Ltd** – Email: gayaproducts@gmail.com

**Mervella Trust** - Email: mereville@auroville.org.in

**Community Friendly Movement (CFM)**: Email: jyotsna@cfmglobal.org

**Literacy India** - Email: indraani@literacyindia.org

**Institute for Integrated Rural Development (IIRD)** - Email: jdaniel@iird.org.in

**Jankala Sahitya Manch Sanshta (JKSMS)** - Email:jksmsjaipur@yahoo.com

**Saksham India Trust** - Email: india.saksham@gmail.com

**Mahila Umang Producers Company Limited** - Email: apaul@grassrootsindia.com

**Maroma** - Email : maroma@maroma.com



- Kumaun Grameen Udyog** - Email: aloka@kgu.org.in
- Chetna Organic Farmers Association ( COFA)** - Emails: arunambi.chetna@gmail.com
- The Last Forest** – Email: mathew@keystone-foundation.org
- Sandur Kala** - Email: kushalakala@gmail.com
- SETU, The Bride to Artisans** - Email: rashmi@setufairtrade.com
- Purukal Youth Development Society (PYDS)**- Email: purkalstreeshakti@gmail.com
- Shop For Change (SFC)** - Email: sethp@shopforchange.in
- Pushpanjali (P) Company** - Email: pushpanjali.ft@gmail.com
- ASSISI Garment** - Email: dgm@assisiorganics.com
- Gramshree Trust** - Email: nrp2803@gmail.com
- Himalaya Tailoring Centre** - Email: graphics@eternalcreation.com
- Arunim** – Email: arunim2008@gmail.com
- Kerala Agricultural Development Society (KADS)** - kadstdpa@yahoo.co.in
- TRIFED** - Email: trifed@rediffmail.com
- The Action Northeast Trust (The Ant)** - Email: antbangstore@gmail.com





Top- Inaugural day of new office of FTF-I; Second row- AGM 2011; Third row- Sadhna brand display getting ready, Samuel describes Noah's Ark's journey of on its 25th year celebrations; Forth row- FAIR TRADE INDIA cake, Millimeter of '3 Idiots' fame at FTF-I program at Indha shop, A member of designers' jury judging **Re-Fashion** entry





# FAIR TRADE FORUM - INDIA

A Registered Association, Registration No. 37844 / 2000

A-179, 1st Floor, Sukhdev Market, Bhishma Pitamah Marg, Kotla Mubarak Pur, New Delhi - 110 003

## Balance Sheet (Consolidated) as at 31st March 2012

Liabilities	Amt as on 31st Mar 12	Amt as on 31st Mar 11	Assets:	Amt as on 31st Mar 12	Amt as on 31st Mar 11
<b>Capital Fund:</b>			<b>Fixed Assets:</b>		
Opening Balance:	3,494,678	4,057,942	Equipments / Electricals	23,434	27,570
Add: Surplus / (Deficit)	27,593		Computer	6,275	10,487
Add: Contbn Adjustment	-		Furniture - National Secretariat	50,755	55,144
Add: Contributions to:			Fire Extinguisher	721	848
Corpus	182,500		<b>Investments:</b>		
FTF-I Building Fund	353,171		Fixed Deposits - CBI, (Local a/c)	3,712,310	3,259,443
			Fixed Deposits - CBI, (FCRA)	11,248,642	3,729,962
<b>Current Liabilities: (Local A/c)</b>			<b>Current Assets:</b>		
Sundry Creditors: Local	42,409	194,208	Loans & Advances - Local	-	5,000
Relief Fund	12,500	12,500	Grant Receivable (DC(H))	31,408	31,408
Membership Fee Pending Approval	3,500	3,500	Sundry Debtors - Local		68,605
Membership fee payable	19,000	19,000	TDS (2006-07)	4,009	4,009
Expenses Payable	27,628	56,128	TDS (2007-08)	4,699	4,699
<b>Current Project Liabilities: (FCRA)</b>			TDS (2008-09)	35,313	35,313
Grant Balance (C/F) - EU-ECCP	10,370	10,370	TDS (2009-10)	3,960	11,632
Grant Balance (C/F) - SEEP	45,092	540,092	TDS (2010-11)	19,877	19,877
Grant Balance (C/F) - Fair Connect	1,489,530	1,695,531	TDS (2011-12)	23,518	
Grant Balance (C/F) - SFTMS	257,452	96,652	<b>Current Assets: (FCRA)</b>		
Grant Balance (C/F) - WEIGO	644,731	683,627	Loans & Advances	173,311	6,721
Grant Balance (C/F) - MF & FV	-	48,109	Sundry Debtors	641,450	1,811,465
Grant Balance (C/F) - Pro-Sustain	3,394,187	746,373	TDS (2009-10)	29,561	29,561
Grant Balance (C/F) - FTSC	202,743	26,924	TDS (2011-12)	70,841	
Grant Balance (C/F) - FT Plus	213,472	45,771	<b>Cash in Hand</b>		
Grant Balance (C/F) - FK SS	248,931	-	Local Fund	1,780	6,879
Grant Balance (C/F) - IDRC	397,703	-	Cash in Hand: (FCRA)	1,873	14,942
<b>Current Liabilities: (FCRA)</b>			<b>Bank Balance:</b>		
Staff Welfare Fund	-	527,817	Balance with CBI 2561	966,666	3,750,917
Exchange Fluctuation Gain - Hivos	239,098	225,190	CBI 36205	132,317	90,324
Exchange Fluctuation - Weigo	10,013	10,013	CBI 02421	112,604	148,776
HR Mobilisation - Fund	1,941,779	1,477,388			
Project Admin Fund	666,030	382,401			
Grant in Advance (IDRC)	-	837,084			
Fund for Office Rent	468,800	213,600			
Program Exp. Payable	712,335	20,305			
Sundry Creditors	1,879,046	1,667,008			
TDS Payable	157,748	45,312			
Salary / PPF Payable	153,284	44,000			
<b>Total</b>	<b>17,295,324</b>	<b>13,123,582</b>	<b>Total</b>	<b>17,295,324</b>	<b>13,123,582</b>



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

(Treasurer)

*(Signature)*  
(President)

*(Signature)*  
(Secretary)

Date : 27th September 2012

Place: New Delhi



## FAIR TRADE FORUM - INDIA

A Registered Association, Registration No. 37844 / 2000

A-179, 1st Floor, Sukhdev Market, Bhishma Pitamah Marg, Kotla Mubarak Pur, New Delhi - 110 003

## Income &amp; Expenditure Account (Consolidated) for the year ending 31st March 2012

Expenditure	Amt as on 31st Mar 12	Amt as on 31st Mar 11	Income	Amt as on 31st Mar 12	Amt as on 31st Mar 11
<b>To Program Expenses</b>			By Donations Received	200,856	138,400
Fair wage Policy workshop	60,258	-	By Bank Interest	232,029	180,013
<b>To Administrative Expenses:</b>			<b>By FCRA Grants &amp; Aid from HIVOS</b>		
Bank Charges	404	167	Fair connect - Hivos Grant	3,698,000	3,865,000
Conveyance & Travelling	935	5,128	EU- Hivos - Pro-Sustain	7,123,321	4,813,324
Depreciation	19,314	26,873	FK - South South Exchange Prog.	924,109	-
Electricity & water	-	18,000	Grant - Supply Chain Dev. Project	3,787,772	2,471,033
Field visits & facilitation charges	40,215	56,735	Grant - IDRC - Good Neighbour Initiatives	837,084	-
Professional / Consultancy	36,649	39,000	Grant - Ford Fdn - WFTO Ford Mombasa	329,111	-
Membership Fee - WFTO	18,177	19,000	Field Study (MF & Livelihood)	191,331	226,795
Income Tax Paid	81,893	-	SEEP Network - BP Project	-	74,332
Staff welfare expenses	865	17,750	WFTO - ASIA	-	211,062
Printing Stationery	2,704	27,500	WEIGO Project	177,151	1,022,588
Repair & Maintenance	13,136	-	Grant - Child Labor	200,158	-
Staff Salary	22,500	51,000	<b>By Bank Interest :</b>		
EC Meeting & AGM Expenses	103,167	-	Bank Interest received	-	2,602
Audit Fee	5,000	5,000	Interest on FDR-Fair Connect	-	30,022
Postage & Courier	75	4,865	Interest on FDR - Pro-Sustain	-	53,848
<b>To Utilization of Hivos Fair Connect:</b>			Interest on FDR - WEIGO	-	37,603
Alliance Building Workshop	446,736	469,546	Interest on FDR - FTSC	-	24,322
National level policy workshop	-	231,321	Interest on FDR - FT Plus	-	45,771
Fair Trade Fairs @ National Level	703,073	603,349	Miscellaneous Receipts	-	1,356
Staff Training workshop - incidentals	38,509	-			
Field Visit	108,045	139,662			
IEC Materials	61,024	96,139			
Service Costs	546,856	707,352			
Service & maintenance	469,689	382,647			
National Convention	564,300	714,310			
Workshop on FT Food Products	164,394	167,881			
BDS Services	270,000	261,000			
Fair Trade Status Report - Preparation	146,705	-			
M&E / Documentation	5,866	27,527			
Fair Trade Promotion, PR & Visibility	103,823	-			
Bank charges	5,237	5,541			
<b>To PRO-SUSTAIN - EU-Hivos</b>					
Human Resources	1,456,775	1,606,775			
Human resources per diem	317,018	350,525			
International Travel	45,000	41,450			
Local Travel	315,340	210,270			
Equipments - Laptops	106,420	57,060			
Consumables - Office supplies	56,700	58,857			
Communication (tel/fax/internet)	75,716	67,944			
Electricity Charges	41,058	46,510			
Office Maintenance	74,246	74,311			
Office Rent	237,600	178,200			
Web site	15,000	2,795			
<b>To Cost of Conference / Seminars</b>					
Corporate Procurement meeting	11,938	50,555			
Members consultation workshop - branding	436,852	93,198			
Steering committee review meeting	-	12,000			
Outreach campaign - colleges	395,093	134,098			
Meeting - Policy development / Harmonize	56,860	-			
Participation in College Fairs	342,415	56,290			
<b>Page Total c/f</b>	<b>8,023,579</b>	<b>7,118,130</b>	<b>Page Total c/f</b>	<b>17,700,922</b>	<b>13,198,070</b>

Income &amp; Expenditure Account 31st March 2012 - Page 1/3

Expenditure	Amt as on 31st Mar 12	Amt as on 31st Mar 11	Income	Amt as on 31st Mar 12	Amt as on 31st Mar 11
Page Total b/f	8,023,579	7,118,130	Page Total b/f	17,700,922	13,198,070
<b>To Visibility:</b>					
World Fair Trade Day / Marketing Campaign	2,068,672	-			
Project launch	-	178,450			
Promotional materials on Sust. Consumption	172,776	112,550			
Promotional materials - Corp. Procurement	253,741	22,185			
Promotional campaign / Govt. Lobbying	102,670	213,383			
Project publicity	254,294	5,211			
Consultation - Retail branding	284,093	-			
Base line survey	-	156,150			
<b>To WEIGO - Case Study</b>					
Collection	34,725	43,250			
Compilation	16,426	119,003			
Initiation	126,000	45,170			
Training / Sharing & dissemination	-	169,141			
<b>To FT Supply Chain Dev Proj [Cotton]</b>					
Human Resources	1,815,138	1,125,303			
Perdiems travel (Intl.)	-	171,000			
Perdiems local travel	166,714	130,408			
Seminar / Conference	228,787	549,663			
Kick off seminar	-	58,750			
TOT - Yavimal / tirupur	-	75,400			
Publications / documentation	8,651	32,520			
Travel (Intl / Local)	114,483	266,164			
Equipments & Supplies	77,724	61,825			
Field Training - Farmers	1,289,104	-			
Audit Fee	10,000	-			
<b>To WFTO - ASIA</b>					
SFTMS Consultancy Meet	-	192,805			
<b>To EU - Fighting Child Labor</b>					
Human Resources	20,000	-			
Travel - Local staff	28,653	-			
Equipment & Supplies	133,905	-			
Local Office Exp	17,600	-			
<b>To FK South South Exchange Program</b>					
Admin Cost Sending Partner	45,287	-			
Admin Cost Host Partner	120,216	-			
Allowances - home country- fellows	183,512	-			
Allowances host country - fellows	161,250	-			
Health / Travel Insurance	27,775	-			
Housing Rent -	168,312	-			
Local travel - conveyance	35,842	-			
Travel Intl. Home /host country / preperation	66,577	-			
Set up Grant	21,420	-			
General cost - Meeting with FK	33,495	-			
Audit / Certification	15,000	-			
Official Journey - Local	45,423	-			
<b>To Good Neighbour Initiatives - IDRC</b>					
Field Visits & Survey	46,758	-			
Need Assessment workshop	28,660	-			
Photography & Videos	35,000	-			
Printing of brochures	6,615	-			
Resource Persons / facilitators	12,335	-			
Action plan implementation	300,000	-			
<b>To WFTO - Annual Conf-Mombasa(FF)</b>					
Conference Fee / Other charges	77,841	-			
International Travel	251,270	-			
Page Total c/f	16,930,324	10,846,461	Page Total c/f	17,700,922	13,198,070



Income & Expenditure Account 31st March 2012 Page 3/3

Expenditure	Amt as on 31st Mar 12	Amt as on 31st Mar 11	Income	Amt as on 31st Mar 12	Amt as on 31st Mar 11
Page Total b/f	16,930,324	10,846,461	Page Total b/f	17,700,922	13,198,070
<b>To Field Study (MF &amp; Livelihood)</b>					
Lodging & Boarding	72,000	118,789			
Food & Snacks	6,523	5,390			
Incidentals	6,675	6,710			
Local Travel	28,404	39,797			
Admin charges / contribution	77,729	8,000			
<b>To SEEP NETWORK : BP PROJECT</b>					
International Travel/Visa/Lodging	-	74,332			
Others / bad debt	10,000	-			
<b>Surplus C/F to following period</b>	541,674	2,051,196			
Excess of Income over Exp. Local	27,594	47,305			
	<b>17,700,922</b>	<b>13,198,070</b>		<b>17,700,922</b>	<b>13,198,070</b>



As per our separate report of even date  
For S. R. Agarwalla & Co.  
Chartered Accountants



(Rajesh Agarwal)  
Partner [M No.94188]

For FAIR TRADE FORUM - INDIA



(Treasurer)



(President)



(Secretary)

Date : 27th September 2012  
Place: New Delhi



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## Promote the FAIR TRADE INDIA brand

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Campus Fairs...

Fair Trade promotion during World Fair Trade Day & Fair Trade Fortnight

Get connected to Fair Trade Cotton Supply Chain

Get Fair Trade promotional materials

Get services of Fair Trade trainers

Above all Get recognition as an Integral part of Fair Trade Fraternity



## Fair Trade Forum - India

The National Fair Trade Network

[www.fairtradeforum.org](http://www.fairtradeforum.org)

## Get Fairly Connected to Producers And Products



Photo courtesy: Literacy India

Fair Trade connects you with the hands and minds, which create a product...Pick a Fair Trade product...Touch the lives of the less privileged producers... who choose to be Fair to the people and planet...



**Fair Trade Forum - India**  
The National Network for Fair Trade in India

A 179, Sukhdev Market, Bhishmapitamah Marg  
Kotla Mubarakpur, New Delhi - 110 003  
Tel: 91 11 4104 7655, Email: [ftfindia@gmail.com](mailto:ftfindia@gmail.com), [www.fairtradeforum.org](http://www.fairtradeforum.org)





# Fair Trade Forum - India

The National Network for Fair Trade in India

## Annual Report 2011-12



Photo: Jubilant producers of Sadhna at the FAIR TRADE INDIA brand launch at Sadhna's Udaipur

**Working with more than 150000 Grassroots Producers of India**



### Fair Trade Forum - India

A 179, Sukhdev Market, Bhisham Pitamah Marg, New Delhi - 110 003  
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