



**FAIR TRADE
FORUM
INDIA**



Annual Report 2013-14



FAIR TRADE FORUM-INDIA

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EXECUTIVE COUNCIL

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Dr. K Panchaksharam

MEMBER



Kamal Kishore

List of Executive Council Meeting held during the financial year 2013-14:

- 28th - 30th June 2013 at JHT Hotel, GK-1, New Delhi
- 3rd October 2013 at YMCA Tourist Hostel, Jai Singh Road, New Delhi
- 19th - 21st January 2014 at National Secretariat, FTF-I, A-179, Sukhdev Market, Kotla Mubarakpur, New Delhi

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DEV KUMAR

Office Assistant

Changes in the National Secretariat: Jayakumar P.V, Director-Communications, Padmini Sharma, Executive Director and Vijay Jain, Project Manager-'Sustainable Solutions to Fight against Child Labour in Home Based Craft Production' left the organisation for better prospects. Anil Thomas, Project Manager, 'Sustainable Solutions to Fight against Child Labour in Home Based Craft Production' joined FTF-I during the financial year 2013-14.



FAIR TRADE
INDIA

Be fair, Buy fair!

**Empowering People Across India
Through Fair Trade**

About FTF-I

Fair Trade Forum-India (FTF-I) is the National Network for Fair Trade in India. It works with more than 200,000 producers - artisans and farmers - through more than 100 member organisations. FTF-I is a not-for-profit organisation, registered under the Societies Registration Act 1860. It is a member of the World Fair Trade Organization- WFTO, which is the global face of Fair Trade. FTF-I works to ensure a dignified income and overall development of artisans, farmers and workers in the unorganised sector. FTF-India enjoys 80-G exemption.

FTF-I contributes to poverty alleviation and sustainable development by building a broader, multi-stakeholder movement for Fair Trade, one that encompasses artisans, producers, workers, consumers at large for a range of backgrounds, institutions, organisations, government and the Fair Trade community.

FTF-I promotes environment friendly practices in processing range of products at the production and ethical consumption levels. It also works actively to improve market conditions, to build capacity, and in Fair Trade assessment and development of supply chains. Promotion of Fair Trade in India includes particular emphasis on young consumers and the corporate sector. In India, Fair Trade movement is getting momentum at consumer level, as a tool to realise sustainable consumption, which would enable consumers to give due consideration to the development needs of the marginalised, while making purchasing decisions. For marginalised producers- artisans & farmers, it is an opportunity to make this in Dignity, earn dignified income and work for sustainable development.

Vision

FTF-I envisions “to facilitate empowerment and sustainability of the grassroots farmers, artisans and crafts persons through fairness and transparency in trade, alleviating poverty, ignorance and unemployment in India” and “ushering human development and social change by advocating and promoting Fair Trade with global accountability”.

Mission

The mission of Fair Trade Forum-India (FTF-I) is “to is to promote and strengthen Fair Trade concepts and practices among all stakeholders including producers, intermediary organisations and consumers globally, in designing, production, marketing & development with missionary zeal through commercially viable and fairly traded products, goods and services and by providing & creating dignified opportunities for artisans and craft persons”.

Fair Trade Principles

The 'Fair Trade Principles' are the ideological stance for FTF-I's work.

1. Creating Opportunities for Economically Disadvantaged Producers
2. Ensuring Transparency and Accountability.
3. Fair Trading Practices.
4. Payment of a Fair Price.
5. Ensuring no Child labour and Forced labour
6. Commitment to Non Discrimination, Gender Equity and Women's Economic Empowerment and Freedom of Association
7. Ensuring Good Working Conditions
8. Providing Capacity Building.
9. Promoting Fair Trade.
10. Respect for the Environment.

President's Message



It is my privilege to share with you the annual report and audited accounts of Fair Trade Forum-India (FTF-I) for the financial year 2013-2014. The year has been important for us in many ways. We continued our efforts towards strengthening Fair Trade at national and international level.

A major achievement of the year was that FTF-I was able to have its own office, bringing stability and economy to our operations as well as helping us in overcoming the challenges of operating in an expensive city like Delhi. The efforts to have its own office had been going on since last few years and we are happy that we could lead for a concrete result. This would not have been possible without the efforts and support from the National secretariat team and the EC members. I would like to thank them for their wholehearted support & cooperation during the last two years.

On the domestic front, we could strengthen our FAIRTRADE INDIA retail brand. We could encourage more of our members to bring their retail shops under our brand. We engaged in capacity building of our members to enhance the practical knowledge of retailing as part of branding. We developed a new logo for Fair Trade Forum-India, to improve the visual communication of the network, which was highly appreciated by our members. We were also successful in developing the FTF-I and FTI logo and brand User manual with guidelines for usage by the member's knowledge. All these timely steps and our efforts helped in taking the message of Fair Trade more effectively to the consumers.

FTF-I's current running project- " Sustainable Solutions to Fight against Child Labour in home-based craft production", supported by European Union, has been successfully implementing the sustainable model developed under the

project, supported well by the producer organisations and the project inputs have been appreciated. FTF-I along with its project partners-Traidcraft Exchange and CEC, have been working commendably to achieve beyond the project targets. During the year, the project was able to support the bridge schools, sensitise the community, mainstream children to formal schools, develop training for Instructors, introduce vocational training courses, and form groups of youth, parents, for community mobilisation and outreach to public services.

We also successfully concluded our ongoing projects - Pro Sustain and FK Exchange Program. We are thankful to European Union, Hivos, The Netherlands, and FK Norway for their valuable support provided during the project periods. The dissemination seminar organized to discuss the outcome of the Pro-Sustain Project with all the stakeholders was fruitful and helped FTF-I to take the learning's from the project further in a positive direction. The project helped us in taking the message of Fair Trade more effectively among the students and young consumers. We also developed the FAIRTRADE INDIA retail brand under this project, to bring Fair Trade products under the umbrella brand. We used the idea of corporate gifting to take Fair Trade products to the corporate community.

We are thankful to FK Norway for their continued support for the second phase of the project - FK Exchange Program. This project brought new knowledge and exposure to learn new crafts and retail techniques. It also helped our members from southern countries to understand mutual Fair Trade actions by participating in various Fair Trade promotion activities.

During the year, FTF-I was able to facilitate some national and international exhibitions and platforms like IFJAS

(Indian Fashion Jewellery and Accessories Show) and IHGF (Indian Handicrafts and Gifts Fair) in collaboration with EPCH, NCDPD, FIEO and DC Handicrafts, to provide market access for our members and to promote and advocate for Fair Trade FTF-I with its four member organizations also had the opportunity to participate in the first China-South Asia Exposition, held at Kunming in China which helped in spreading the message of Fair Trade in China.

The World Fair Trade Day activities under the theme "Fair Trade People" was held across the country and helped to raise the awareness among the people, especially the younger generation. We also focused on promoting our Fair Trade Brand – FAIRTRADE INDIA through various promotional activities. Signature campaigns were organized to encourage the masses to support Fair Trade. The NS also distributed promotional and visibility material to all the members that helped in receiving mass attention.

During the year, two traditional crafts line, Lucknow Zardozi and Toda embroidery were granted Geographical Indication Status (GI protection) due to the sincere efforts made by our member organizations. Such efforts will certainly help to preserve and protect our traditional crafts.

This year we also had strong presence at international level by participating in the 12th Biennial conference of World Fair Trade Organization (WFTO) in Rio de Janeiro, Brazil. We represented India and interacted with the fellow members on the global Fair Trade movement. We emphasized upon the need to recognize national networks as an important

part of the global movement and the need to maintain our independent identity in order to effectively lead Fair Trade and sustainable livelihood related activities at the national level.

We are also pleased that several of our members could participate in WFTO conference and attend the sessions particularly focused on Fair Trade Guarantee System (FTGS). It is the need of the time to act proactively and meet the demands of the consumers and our Fair Trade partners around the world. We have to be more visible and accountable in our actions.

We are thankful to our members for their support and active participation in various programs of FTF-I. It gives us a sense of satisfaction but at the same time, we realize that the road ahead is not easy. Receiving support for the civil society movement in India has become more difficult in recent years. Despite our efforts, we faced challenges in resource mobilization. We acknowledge that we will have to work very hard in this direction and make extra efforts to meet these challenges. All this will be possible with the continued support and cooperation of our members.

On behalf of the Executive Council, I am thankful to all FTF-I members for the support and confidence. I hope that the unity in our thoughts and actions would continue and we would be able to overcome the challenges faced in the times to come.

Moon Sharma, President
(Sheel Prabha)

Secretary's Note



What a year it's been for FTFI! Another year of achievements, opportunities and challenges. I'd like to recall just some of the highlights.

We marked World Fair Trade Day in May 2013 with a screening of the special FTFI film, *Fair Trade – The Way Forward*. FTFI's corporate gift catalogue was also launched, offering an exciting range of Fair Trade products as corporate gifts. That was complemented by a retail and FTFI brand workshop organised by FTFI for Fair Trade India brand shop members. And the Fair Trade India brand welcomed five more shops to its membership.

The ProSustain project's activities included a policy consultation on the scope of Fair Trade interventions in sustainable livelihoods, while Fair Trade awareness programmes were held in Kolkata and Bangalore. A good final report of the project was produced and a good presentation was made to EU.

There were several opportunities to raise the profile of Fair Trade in India and abroad. The Indian Fashion Jewellery and Accessories Show in Delhi included a Fair Trade Theme pavilion, which presented a marvellous opportunity to showcase a range of fairly traded products. And four FTFI members took part in the first South Asia-China Exposition in Kunming, China, thanks to the support of the Federation of Indian Export Organisations. The Fair Trade and Friends fair in Dortmund, Germany was organised by WFTO and showcased the latest trends in Jewellery, accessories, house-hold goods, arts and crafts, food, textiles, cosmetics, ethical investment, sustainable tourism, recycling, up-cycling and collaborative consumption. Sasha organised another successful Fair Trade Fair in Kolkata. The Indian Handicrafts and Gifts Fair was organised by the Export Promotion Council for Handicrafts in Delhi in which six FTFI

members took part. And the 12th Biennial Conference of the World Fair Trade Organization took place in Rio de Janeiro, Brazil in which a number of FTFI members participated.

FTFI conducted a three day orientation training in Jaipur for the Entry Auditors. The aim was to streamline and update the process of entry audit and to orient the entry auditors on an improved entry audit system for enterprises interested in joining the Fair Trade movement.

FTFI was also involved in the activities of the Fair Trade Cotton project. FTFI members were able to access, learn and develop prototypes with organic cotton. Knowledge and learning was disseminated among partners as they received direct assistance and technical handbooks including seminars and direct support.

We also now have our own office. The purchase and move into the new premises was completed during the year and many thanks go to all those who made this possible.

I'd like to thank the wonderful Executive Council for their terrific support and work throughout the year. They really have helped to drive FTFI forward and to make some hard decisions. Without their input, we just would not have achieved what we have in this year.

I look forward to another year in which FTFI can again raise the profile of Fair Trade.

Sudeshna Mitra Woodhatch, Secretary

PROJECTS & OVERVIEW

Sustainable Solutions in the fight against child labour in home-based craft production

This year, the focus of the project was on implementing the sustainable model that relates to developing and implementing a locally appropriate model for addressing child labour in home-based craft production. After finalisation of the model, it was implemented through big producer organisations who work with smaller crafts producing groups/learning centres. thirteen learning centres in Four fair trade member organisations and Four non-fair trade organisations in the project locations were part of this implementation.



Girls from the learning centre at Nikau, Ferozabad, UP

The project is supporting the bridge schools, sensitising the community, mainstreaming children to formal schools, developing training for instructors, introducing vocational training courses, and forming groups of youth, parents, for community mobilisation and outreach to public services. The implementation of the model with the learning centres has been supported well by the producer organisations and the project inputs have been appreciated.

In addition, advocacy with Government to improve policy is also taken up. Advocacy activities have been carried out at different levels – local, district and national. Four briefing papers focussing on specific themes including: (i) Child Labour (Prohibition & Regulation) Act and Craft Sector, (ii) Right to Education and Vocational Training, (iii) Health and Social Welfare; and (iv) Wages and Supply Chain. Intensive implementation of the model in two supply chains and documenting the learning from there, and the work on international advocacy will be the focus of the project in coming year.

Implementation of the model in the project areas: The model was implemented through big producer organisations who work with smaller crafts producing groups/learning centres. Thirteen learning centres associated with Four fair trade member organisations and

Four non-fair trade organisations in the project locations were selected through a tendering process initiated by FTFI as per EU mandate. The action research exercise conducted by CEC contributed to identifying and selecting learning centres and producer groups in the project locations.

Set-up/strengthen learning centres/bridge schools: The project has started implementing and rolling out the model through Thirteen learning centres. As a start point it aimed at strengthening and adding value to what is already ongoing. 1576 children have enrolled in these centres. These learning centres are acting as a key to introducing a child to the world of education. Through these learning centres, the project is reaching to children deprived of formal schooling or those who have dropped out of school. The learning atmosphere in these centres is a stepping - tone towards starting or resuming formal education and helping them to a chosen vocation in the future. The project is investing in existing learning centres to: provide good facilities; enhance their capacities; increase their outreach to all the home-workers families in the community; and improve the quality of teaching.

Trainings for instructors: In order to impart quality education to children in learning centers, the instructors and teachers need to be trained on different methods / ways of teaching and learning as per the needs of the children in the respective learning centers. The project has given special emphases and focused on children who are slow learners, having limited information/knowledge and make the learning process interesting for the children by using creative Information Education and Communications (IEC) tools and Teaching Learning Materials (TLM). Forty Seven teachers' trainings have been conducted locally for teachers engaged in learning centers of the project. All the trainings were conducted by experts and experience persons in the field who were from diverse streams for example, academics, non-government/civil society organizations and activists. The project team has ensured that there is a good involvement of parents, wherever possible. Through sharing of experiences and insights of the parents in the learning and sharing process, parents have become increasingly motivated to send their children to learning centers.

Formation of groups of young workers/child workers: As a part of the project, children have been organised within their communities in the form of groups of young workers and child-workers. The groups link the children with existing resource centres and encourage bridge schooling. In addition, the groups ensure that children can participate in various activities beyond the regular curriculum, helping them to develop their skills and gain confidence. Activities are organized for children in the project area, which are both developmental and recreational in nature. Forty Four such youth groups have been formed in the project locations so far.

Sensitising the community: Seventy awareness activities were conducted in the project locations. These awareness



“National Multi-stakeholder Meeting”
 held on 25th April 2014 at India Haitat
 Centre, New Delhi

programs included topics on child right, child labour, right to education and school enrolments. Apart from raising awareness and participation of the community in the running of the learning centres, the project team also took the 'public provisioning' component as suggested in the model for roll out in the project area. Some of the results achieved in this regard (due to project support) were:

Workers linked to health schemes: A total of 127 home workers have so far been linked to the various health schemes provided by the government. These schemes include provision of Employee State Insurance (ESI) Cards to workers engaged in factories. The project has also linked workers to other government schemes such as Integrated child development services (ICDS) which tackle malnutrition and health problems in children below 6 years of age and their mothers; JananiSuraksha Yojana (JSY) a onetime cash incentive to pregnant women for institutional/ home birth through skilled assistance including- Rashtriya Swasthya Bima Yojana which is a Health insurance for poor, Domestic workers, and many other categories as may be identified by the respective states. Workers are also linked to various other private insurance schemes after due interaction between representatives of insurance companies and the home workers.

Artisan cards for craft workers: Thus far 1102 home workers have been facilitated to apply for artisan cards with the efforts of the project team. 879 workers are linked to government schemes which include: Integrated rural development program which is a self-employment program to raise the income generation capacity of target groups among the poor; Kasturba Gandhi BalikaVidyalaya which gives education facilities for girls below poverty line; National service scheme which gives public assistance in case of unemployment, old age, sickness and disablement; Swavalamban – a pension scheme to the workers in unorganized sector.

Trainings conducted for public provisioning: The project team has conducted six training programmes for 68 village volunteers and stakeholders on public provisions which include Government schemes on health and education. 12 medical camps have been organized thus far under the project, which have benefitted 1229 community members.

Mainstreaming children into formal schooling: 539 children have been mainstreamed into government schools by the project. Through advocacy and local level initiatives of meetings with relevant stakeholders, the project is slowly progressing in facilitating admissions to children in both government and private schools in their respective areas.

Community mobilisation/public action for improving services in schools: 117 parent-teacher meetings have been organized in the project locations. These interactive meetings have been instrumental in getting the attention of relevant stakeholders for enrolment of children to the government and private schools and also towards quality education.

Interactive sessions with supply chain constituents: Four implementing partner organisations were identified for supply chain management study in order to gain an improved understanding of their supply chains and to bring in transparency in relationship between different actors in the chain. This includes two fair trade organisations: TARA and Literacy India and two non-fair trade groups, HANDS Moradabad and Bharat JantaShiksha Kendra, Jaffrabad and Seelampur. In coordination with FTFI team, interactive sessions with key contact persons and workers in identifying issues regarding supply chain management were conducted in both the FTFI member organisations. These interactive sessions have therefore been very helpful in ascertaining the solutions required for improving efficiency and transparency in the supply chain.

Facilitating vocational training: Sixty Two vocational trainings have been organized by the project, which benefitted 1033 youths. The vocational training includes various skills as demanded by the community members, especially the youth members of the community.

Monitoring implementation: The local partners organized regular meetings to discuss the challenges in implementation and how to address the issues of the project and of the community. Thirteen learning centre-monitoring committees have been formed. These monitoring committees regularly meet with the learning centre coordinators, teachers and other stakeholders to understand the progress and new initiatives in the project and also share their recommendations and feedback on the same. The monitoring committee also monitors and supports all the activities initiated through the learning centres for advocacy, awareness, and community mobilization and information dissemination.

FK South-South Exchange Program



FK Fellows from Nepal and Bangladesh visiting JKSMS, Jaipur, one of the member organisation's of FTF-I

The FK South-South Exchange Program, supported by FK-Norway aims to facilitate sharing of knowledge and the best practices between development organisations of various South-Asian countries. Salma Serchan, Geeta Shrestha and Amrit Prasad Pyakurel from Fair Trade Group-Nepal as well as Mamum-Ur-Rashid from Ecota Forum, Bangladesh were selected to take part in the program in India for the year 2012-13. The FK fellows at FTF-I have had comprehensive experience and hands-on training and exposure through their engagements with various FTF-I members and the network itself for ten months. The FK Fellows were given opportunities to learn important areas of business such as brand promotion, retailing, packaging of products, product designing, visual merchandising, corporate gift marketing, glass work and knitting. They were also given hands on training on Fair Trade promotion in campuses. Jayashashi Sharm, JKSMS and Dipendra Gupta, Literacy India were selected as FK fellows from India for the exchange program in the year 2012-13. During the program they were posted in Dhakuti, Mahaguti, and Sanahastkala - member organisations of Fair Trade Group Nepal.

Fredskorpset (FK) Norway organized a two day Seminar at hotel Ibis, Bangkok from 29th –30th July 2013. There were ten participants from FTF-I, FTG Nepal and ECOTA Bangladesh. Mr. Chitra Bahadur K C and Mr. Sunil Chitrakar from FTF Nepal, Mr. Abdus Salam from ECOTA Fair Trade Forum, Bangladesh and Mr. O P Yadav from Fair Trade Forum-India participated as project partner representatives in the seminar along with six interns from FTG, FTF-I & ECOTA. The seminar was organized to give an opportunity to the participants and partner organizations to share best practices and challenges during the program phase.

The FK Dissemination Workshop, organized by FTF-I, was held on 29th Aug 2013 at Hotel Om Niwas, Bani Park, Jaipur. The program was attended by Mr Rajesh Jain from the Access Development Services and Sh. Ajay Shrama Asst. Director MSME, Jaipur. Ms. Sudeshna Mitra, Woodhatch, Secretary, FTF-I, gave the inaugural address in which she gave a brief of FTF-I's activities and about the FK Exchange Program. Sh. Avindra Ladda Joint Director of Dept. of Industries (Govt. of Rajasthan) and Sh. Avindra Ladda and Shri Ajay Sharma described the different schemes of the Govt. of Rajasthan and the MSME, GOI, respectively. They both appreciated the diligent work of JKSMS Jaipur and FTF-I, to help and assist artisans in the area of quality production, skill upgradations, design development and marketing. Mr. Rajesh Jain also explained about the different activities being carried out by JKSMS and the initiative taken by Nav Srijan, JKSMS's retail outlet, of which he is also a Company Director.

The two FK Fellows from India- Ms Jayashashi Sharma and Mr. Dipendra Gupta gave presentations in which they talked about the objective of the exchange programme, pre-course in Bangkok and about their overall experience of ten months internship in different originations in Nepal. A panel discussion was also held by Mr. S.C. Mittal Former Secretary FTF-I, Mr. Kaushik Bandopadhyay and Mr Satya Prakash from Literacy India, New Delhi, in which the trio described their own experiences as a participating organization and the benefits they have reaped in terms of business development in the past year through this project. Sh. Umesh Sharma, Prog. Director, JKSMS advised that this kind of program should continue in future also.

ProSustain - Dissemination Seminar On Fair Trade Approach for Sustainable Consumption



A Seminar on "Fair Trade Approach for Sustainable Consumption" was organized by Fair Trade Forum India on 27th June 2013 at Hotel Shangri-La's Eros, Ashoka Road, New Delhi. The objective of the seminar was to disseminate the outputs of the ProSustain project, funded by European Union and Hivos, Netherlands. The project was in partnership with Shop for Change, Mumbai & IRFT, Mumbai. The project concluded on 31st June 2013.

The inaugural session saw the presence of Johannes Van Vilet, First Counselor, Head of Development Cooperation, delegation of the European Union to India and Sarojini Kaul, Project Manager, Economic Cooperation, European Union. The session was chaired by Moon Sharma, President, FTF-I. The welcome address was given by Sudeshana Mitra Woodhatch, Secretary, FTF-I and Mr. B. Naresh, Program Officer, Hivos presented a brief project overview. Fifty people representing NGOs, CSR departments, international students' organizations, FTF-I members, government agencies and project partners participated in the seminar.

The seminar was divided into four sessions, in which presentations on ProSustain output sharing, interventions, future partnerships & the future ground and best practices in Fair Trade & Sustainable Consumption in India, were presented. The session on 'ProSustain Output Sharing' was Chaired by B. Naresh, Program Officer, Hivos. Seth Petchers, CEO Shop for Change, Gaynor Pais-Director IRFT,

Jayakumar P.V., Former Director - Communications, FTF-I, Mathew John, Joint Secretary, FTF-I, Prof. Ambika Magotra from Pearl Academy of Fashion and by Enid Lall, Manager, Outgoing Exchange, Global Community Program, AIESEC, IIT Delhi were the presenters.

Session on 'Outputs, Intervention areas and Partnerships' was chaired by Prof. Meena Galliara, Faculty, NMIMS, Mumbai. Prof. Nien Siao-Director, Pearl Academy and Bina Rao, Fashion Designer were the panelists. Session on 'Future Ground' to Promote Fair Trade and Sustainable Consumption was chaired by Amita Joseph from Business Community Foundation. Dr. K.Panchaksharam, Founder-President, FTF-I, Lucas Caldiera, CEO of Asha Handicrafts (also former independent Director-WFTO), Gaynor Pais, Director of IRFT, Seth Petchers, Chief Executive of Shop for Change, Pradeep Krishnappa, Vice President of FTF-I and Mallamma Yalawar-Treasurer of WFTO Asia were the panelists.

The aim of the project, which was launched in 2010, was to build up sustainable consumption in India by promoting Fair Trade, among students and young consumers, and development of FAIR TRADE INDIA retail brand. Introducing Fair Trade products to corporate sector clients, promoting Shop for Change Fair Trade label among mainstream businesses and lobbying for Fair Trade policies have been taken up under the project ProSustain.

FAIR TRADE INDIA

The Fair Trade brand of FTF-I gives a common identity to shops selling exclusively fairly produced products in India. It is the face of FTF-I under which the FTF-I member organisations are facilitated to sell Fair Traded products to end customers, retail chains, corporates and institutions. Many Indian Fair Trade organisations are benefitting from the networking and product sharing between FAIR TRADE INDIA Branded Shops. The brand was developed to reach the domestic market with Fair Trade products.

Currently the brand is given only to the shops owned by Fair Trade producing or marketing organisations who are members of FTF-I. At present 30 shops are associated with FAIR TRADE INDIA brand. More than 55 Fair Trade organisations are getting benefited from the networking and product sourcing between the FAIR TRADE INDIA branded shops. FTF-I who owns the brand takes the lead in promotion of it by using all possible platforms on a pan-India basis and locally as well in cooperation with the shops.

In the financial year 2013-14, five new shops of FTF-I members have come under the Fair Trade India brand:

- 1) Navsrijan Crafts, Jaipur - Behind SBBJ Bank, Amber Bus Stand, Amber, Jaipur
- 2) Kilmora Shop, Uttarakhand - Kainchi Dham near Kainchi Temple Bhowali Almora Road. Distt. Nainital, Uttarakhand
- 3) Green Shop, Mysore - 1 Diya Arcade, Kantharaj Urs Road, Saraswathipuram, Mysore
- 4) Indune Lifestyle, Udaipur - H-137, Udhog Vihar, RIICO Industrial Area, Sukher, Udaipur-313004
- 5) Creative Handicrafts, Mumbai - Shop No. 42, Building No.38, Uranus Co-op Housing Society Ltd, Evershine Millenium Paradise, Thakur Village, Kandivalli (E), Mumbai-400101



Picture Courtesy : Sanskriti Expressions

FAIR TRADE PROMOTION

World Fair Trade Day 2013



Fair Trade Forum-India organised a Fair Trade campaign, info-sharing and cultural program to celebrate World Fair Trade Day at Instituto Cervantes, 48 Hanuman Road, New Delhi-110001. The program was attended by various government representatives and delegates, representatives from various Fair Trade organisations, NGOs, civil society and general public. NCT of Delhi M L A, Mr. Vijender Gupta was the Chief Guest and Mr. Ajay Sahai, DG, Federation of Indian Export Organisations (FIEO) was the Guest of Honor. Among the other distinguished guests were- Mr. A. K. Angurana, IAS, Managing Director, TRIFED India, Ms. Naina Bakshi, Regional Labour Commissioner, Ministry of Labour & Employment. Mr. A K Handoo, Former Director, DC(H) released the FTF-I film titled 'Fair Trade-the Way Forward', which was screened for the audience as well. Mr. Ajay Sahai released FTF-I's 'Corporate Gift Catalogue' consisting of corporate gifting ideas for Fair Trade products. Mr. A K Handoo received the first catalogue presented by Mr. Ajay Sahai.

Ms. Moon Sharma, President FTF-I acquainted the audience on 'what is Fair Trade' and 'shared a brief account of World Fair Trade day events being organized all over the world. She also introduced the 'FAIR TRADE INDIA' brand, an umbrella brand for Fair Trade shops, to the audience, officially launched in 2011. There was a performance by an Indi-Pop band 'JJhoom', originally from Goa. The band gave an enthralling music performance, displaying their spirit and spunk by playing songs in Hindi and English. They also played a few songs with a message on environment, women empowerment and child protection.

Director-North, DC (H), official from the Ministry of Women & Child Development, representatives from various Fair Trade organisations in India also graced the occasion were; ANWESHA-Orissa, CONSERVE-India Delhi, USHA Exim- Delhi ,

ARUNIM-Delhi, The Child Trust- Delhi, TRIFED, Tara Projects-Delhi, Kalatamak Handicrafts-Lucknow, Calcutta Rescue-Kolkata, Sasha- Kolkata and Sanskriti Expressions- Udaipur. Other organisations like Action Aid Delhi, World Wide Opportunities on organic farming (WWOOF) Delhi and Centre for Education and Communication (CECIndia) also participated in the celebrations. Goan songs, bringing in the essence of the sand and sea with a tinge of Indian music. The audience was highly thrilled and joined the fun and frolic by dancing to the songs played by JJhoom. Overall, the program was a success, an amalgamation of cognisance and entertainment.

The Fair Trade Organisations in the Eastern region celebrated World Fair Trade Day 2013 on 10th May, in which they organized a focus group discussion at the Saturday Club, Kolkata. CEOs and one producer from each organisation attended the program. Mrs. Roopa Mehta, Executive Director, Sasha and Independent Director, WFTO chaired the session. Noted film maker (late) Rituparno Ghosh attended the event. The theme for discussion was - "Trading relations in Fair Trade". The Fair Trade organisations, which participated in the event were-Child and Social Welfare Society, Craft Resource Center, Calcutta Rescue, Equitable Marketing Association, Madhya Kalikata Shilpangan, Sasha Association for Craft Producers, Ruro Agro Services Association and Silence. Signature Campaigns were also organized in support of Fair Trade at Forum Mall in Kolkata and various other Fair Trade Shops. Various craft products were displayed, along with Fair Trade banners and posters. Enthusiasts—both young and old, showed keen interest and joined the campaign. People were also gifted Fair Trade merchandise like t-shirts, diaries and pens. CRC Exports, Kolkata also celebrated the World Fair Trade Day celebration on 11th May 2013. It was a fun- filled day with music, games, food, signature campaign, tree planting and many more activities.

Fair Trade Awareness Programs in Kolkata, Bangalore Campuses

Three awareness programs on 'Fair Trade and Sustainable Consumption' were organized by FTF-I in association with its members between March and May 2013. Calcutta Rescue, Kolkata organized two Fair Trade awareness programs on 30th March and 1 May 2013 on the importance of the persisting cycle of 'reduce', 'reuse' and 'recycle' for a greener and cleaner world. In May, a similar program was organized at the reputed Calcutta International School, with the school's 'Earth Club' members. They were taught about Fair Trade and Sustainable Consumption and to promote the ideas of 'reuse' and 'recycle'. The team from Calcutta Rescue (Mitali Mookerjee, Md. Jiauddin, Md. Salauddin and Md. Anish), spent a good time of interaction with the children on Fair Trade and Sustainable Consumption. They shared several instances to explain how it can be practiced in day to day life. Twenty four students from the school attended the program.



Calcutta Rescue with 'Earth Club' members of Calcutta International School

The ANTS FAIR TRADE INDIA Store, Bangalore in association with Rajiv Gandhi National Institute of Youth Development organized a Fair Trade awareness program at Sri Ramakrishna Samagraha Siksha Kendra Kalenath Agrahara School in Bangalore on 5th April 2013. Forty two students from different disciplines such as Management, Arts, Science, Law, Nursing and Social Work from across Karnataka participated in the program. Pradeep Krishnappa, Vice President, FTF-I and Neil Bryan from The Ants store interacted with the students about Fair Trade, Social Entrepreneurship and Sustainable consumption. Pradeep presented the Fair Trade model of livelihood generation and market access by explaining The ANTS' activities. He also shared how FTF-I supports the Fair Trade producers' organisations to promote products for sustainable consumption in market. Neil spoke about Fair Trade values and the criteria to be adhered to get associated with Fair Trade. A short video on Child Labour was also screened. This was followed by an interactive session where the students came up with ideas on how they would start businesses with a social objective. The students were very receptive and enthusiastic to understand about Fair Trade. A short quiz competition was also conducted about Fair Trade and the winners were awarded FAIR TRADE INDIA T-Shirts as prizes.



Students of Sri Ramakrishna Samagraha Siksha Kendra Kalenath Agrahara School at Fair Trade awareness program in Bangalore

Asha Handicrafts in Mumbai Marathon 2014



Mr. Laxman Malusare & Mr. Vitthale Kamble, the Fair Trade brand ambassadors of Asha Handicrafts ran in the Standard Chartered Mumbai Marathon 2014. They ran the half marathon to raise funds to support projects of Asha Handicrafts that builds capacities of small groups of artisans and delivers benefits to their families and communities. They completed the half marathon successfully and advocated for Fair Trade in Mumbai. This is the fourth consecutive year where both these personalities associated with Fair Trade as brand ambassadors. Along with athletes, Asha's staff also ran for promoting Fair Trade. Few eminent personalities like Rahul Bose also attended the event.

Fair Trade Forum-India acknowledges Noah's Ark International Exports and Tara Projects for their solidarity support (voluntarily) to the corpus fund of FTF-I of Rs. 50,000 and Rs.60, 000 respectively. FTF-I is highly grateful to Tara Projects and Noah's Ark for their generous contribution to FTF-I and commitment to FAIR TRADE.

MARKET FACILITATION

Workshop on Retail



Fair Trade Forum –India organized a workshop on retail in association with Indian Retail School (IRS) at New Delhi from 11th to 13th May 2013. The objective of the workshop was to impart practical knowledge to the shop managers to organize their operations. A customized training program was prepared by the experts from Indian Retail School (IRS) after visiting selected shops. Thirty two participants including 28 shop managers from FAIR TRADE INDIA

shops took part in the workshop. Four representatives of Fair Trade organizations from Nepal and Bangladesh were also given opportunity to participate in the workshop.

Moon Sharma, President FTF-I gave the introductory address and welcomed the participants and the trainers. Ms. Roopa Mehta, Director, World Fair Trade Organisation (WFTO) presented the latest developments in the Fair Trade market and enlightened the participants about the FAIR TRADE INDIA brand in the first session of the workshop.

The training covered the core modules on— Customer Service & Retail Selling Skills and Store Operations (Store Profitability/KPIs, Team Building Goal setting) and Visual Merchandising and In-store operations. There were also a few live and interactive sessions on Communication Skills, Personality Development and Grooming.

Participant organisations: Kumaon Grameen Udyog, The Ants, Literacy India, Purkal Estree Shakti, Sasha, Anwesha, Orupa, Kalatmak handicrafts, Silence, Arunim, Calcutta Rescue, JKSMS, Sanskriti Expressions, Shantimalai Handicrafts, Sadhna and Sahaj.

FAIR TRADE & FRIENDS at Dortmund-Germany

FAIR TRADE & FRIENDS at Dortmund-Germany, organised by WFTO is a fair which showcases the latest trends in Jewellery, accessories, house-hold goods, arts and crafts, food, textiles, cosmetics, ethical investment, sustainable tourism, recycling, upcycling and collaborative consumption.

Origin, sustainability, compliance with environmental and social standards, transparent manufacturing processes etc. –today all these points have a high priority for the consumer—whether it's in the retail, hospitality or the general business sector. A good overview of the growing market of Fair Trade provides the FAIR TRADE & FRIENDS exhibition.

The fair is organised by Messe Westfalenhallen Dortmund GmbH, with the non-Profit Supporting Organisation Eine Welt Netz NRW [the NRW One World Network]. Sponsorship is provided by the Ministry for Federal Affairs, Europe and the Media and the NRW/EU "Ziel 2" programme, as well as by the city of Dortmund, which acts as a cooperation partner of the trade fair.

Interesting events took place during the fair. Visitors had the chance to see latest eco and Fair Trade fashion collections during the Eco Fair Fashion show, and learn new ideas during seminars on fair Trade, recycling, upcycling, collaborative consumption, and other interesting topics.

Eight FTF-I members participated in it; Asha Handicrafts-Mumbai, ESAF-Kerala, Imagination-Auroville, Sahaj- Dahod, MESH- New Delhi, ORUPA- Odisha, Sasha-Kolkata & The



Ants, Bangalore. The organisations displayed a wide range of products like handicrafts, decorations, fashion accessories, garments and food products. Few of the FTF-I members participated in this kind of fair for the first time and had a very good exposure and experience and potential inquiries.

Indian Handicrafts and Gifts Fair (IHGF) 2014

Indian Handicrafts and Gifts Fair (IHGF) 2014, was organised by Export Promotion Council for Handicrafts (EPCH) at India Export Mart, Greater Noida, Delhi NCR in October 2013 and from 17th to 20th in Feb 2014. Six FTF-I members- SIPA, Chennai, MESH, Delhi, Conserve India, Delhi, Noah's Ark, UP, Pushpanjali Fair Trade, Agra and Purkal Stree Shakti, Dehradun participated in this fair as member of EPCH. Purukal Stree Shakti, Orupa and Kalatamak Handicrafts participated through COHANDS with the support of FTF-I.

Indian Fashion Jewellery & Accessories Show (IFJAS 2013)



Indian Fashion Jewellery & Accessories Show 2013(IFJAS13) was organized by Export promotion Council for Handicrafts (EPCH) between 12th to 14th July 2013 at India Expo Centre & Mart, Greater Noida, New Delhi. The 'Fair Trade Theme Pavilion' in IFJAS'13 was an excellent opportunity and an occasion to showcase range of Fair Trade products — jewellery, scarves & stoles, range of bags and fashion accessories, silk & Kalamkari printed scarves, tribal jewellery and bags from recycled materials and embossed leather bags.

Fair Trade - Theme Pavilion: Dr K Sambasiva Rao, Minister for Textiles, Government of India, Ms. Zohra Chatterji IAS, Secretary, Ministry of Textiles, Mr. S S Gupta, IAS, Development Commissioner (Handicrafts) and Mr Rakesh Kumar, Executive Director EPCH were among the several dignitaries who visited the Fair Trade theme pavilion as well as stalls of FTF-I members.

On behalf of FTF-I, Mr K Panchakshram was the facilitator and expert on behalf of the FTF-I board and O P Yadav,

Director-Programs, coordinated the programme in partnership with EPCH and DC (Handicrafts).

The IFJAS13 gave a common platform to members of Fair Trade Forum –India to meet various industry leaders and experts from jewellery and fashion accessories sectors. This enabled a first time experience for eight member organizations of the total of nineteen participants from FTF-I, which participated in the fair. It was a great learning experience in terms of methodical planning and conduct of the event, positioning and layout and display. The highlight of the event included product launches, meeting with foreign buyers, fashion shows and networking opportunities. The show helped in generating good number of enquiries and new business opportunities (both overseas & Indian) for FTF-I members. Members also learnt new this in terms of product display, presentation and promotion of their crafts in the international market and to attract new customers.

The show was a great success and most of the participant organisations were satisfied with the outcome of the fair. Design support and display assistance was made available to the participating organisations at the venue from NCDPD (National Council for Design and Product Development) and Fair Trade Forum- India representatives. Being Fair Trade organisations, promoting Fair and responsible business, our members stood out amongst the commercial participating brands. The fair was an appropriate footing for displaying crafts made in dignity'. A good no of products of fair trade member producers were displayed in the Fashion show organised at the Fair.

Photo Catalogue of participating organizations was made for market promotion and for documentation.



Models at the Fashion Show Displaying Fair Trade Fashion Accessories

China-South Asia Exposition-Kunming Fair, China



Four FTF-I members - Kalatmak Handicrafts, Arunim, Calcuta Rescue and CSWS - participated in the 1st China-South Asia Exposition held at Kunming, China from 6th to 10th June, 2013. FTF-I facilitated their participation in partnership with Federation of Indian Export Organizations (FIEO). The expo was co-hosted by the Ministry of Commerce of the People's Republic of China and the People's Government of Yunnan Province. The fair, which will be held annually, aims to promote the all-round development between China and South Asian Countries. The Kunming International Convention Centre, Kunming was the venue of the Fair.

The Fair provided facilities like products promotion, conferences and investment policy introduction seminars, one-to-one business interaction and match-marking. The Fair was attended by Chinese traders and importers, prominent big traders, supermarkets, dealers engaged in Textile and clothes, mining resources, medicine, meter and equipment, jewellery, handicraft, marine products, decoration and building material, software information and tourism services etc.

Large number of consumers also visited the Fair as it was a B2B cum retail event. The exhibit profile in the Fair included textile fabrics and made-up, home textiles, bed linen and towels, denim fabrics, jute products, footwear, leather goods, sports good, surgical instruments, gloves, garments, martial arts uniform, minerals, marble, gifts items, herbal Cosmetics, food and beverages, seafood, dairy products, agricultural products, artificial jewellery, textile handicrafts, brass handicrafts, clothing and precious & semi-precious stones.

Fair Trade Fair 2013 in Kolkata



Fair Trade Fair was organised by Sasha at the Ice Skating Rink, Kolkata from 9-12, November, 2013. The event is getting bigger each year with forty four participants from across the country this year. The Fair Trade Fair 2013 was inaugurated at a glittering ceremony. Mrs Laura Amalir,

(wife of the Director of Alliance Francaise), Mrs Sharbari Dutta (noted fashion designer) and Mrs Ananya Bhattacharya (of Banglanatak.com) lit the ceremonial lamp to formally open the 5 day long exhibition of Handicrafts & Textiles from across the country. Ms. Roopa Mehta, Ms. Sudeshna Mitra Woodhatch, Prof. Ranjan Mitter, Ms. Uma Prajapati graced the occasion. Sasha announced the opening of the Fair Trade Fair 2013 Exhibition by conducting a Press conference on 5th Nov 2013. Danseuse Tanushree Shankar & Actress June Maliah as 'Friends of Sasha' lent their support to Fair Trade.

The Total Sales Turnover of FTF-I members in the Fair was around Rs. 13,80,751.00. The overall top performers in the fair were Madhya Kalikata Shilpangan (MKS), Kolkata and Anwesha Tribal Arts & Crafts, Bhuwaneshwar.

FTF-I - XIIIth ANNUAL NATIONAL CONVENTION & AGM 2013



The National Convention of FTF-I was held from 3rd to 5th Oct 2013 at YMCA, New Delhi. The Convention was inaugurated on the 3rd October by Mr. A.K Angurana, Additional Secretary to the Government of India and MD, Trifed. Mr. Rudi Dalvai, President-WFTO was invited as a special guest speaker to deliver the Sharmaji's Memorial Lecture.

Ms. Moon Sharma, in her President's message conveyed that Fair Trade today is a 'market' lead solution to Poverty alleviation. Fair Trade promotes self-reliance, empowerment to the grass roots and freedom from exploitation. She urged the members to come forward and make a conscious commitment to continue to work towards bringing about the social and economic change to the grass roots and in the path of poverty alleviation.

Mr. Rudi Dalvai delivered the Shyam Sharma Memorial Lecture on 'Metamorphosis of Fair Trade'.

The second day of the national convention saw presentations and discussions by Dr. K.Panchaksharam on the "Strategies for Fair Trade beyond 2015", Fair Tourism and Ethical Trade by Mr. Kamal Kishore, Prof. Shivakumar on Alliance Building with Educational Institutions and Dr. Amita Joseph on NGO's and CSR. In the afternoon session, Mr. Rudi Dalvai and Johny Joseph presented the Fair Trade Guarantee System and Mr. Joseph elaborated with practical example on how to apply and complete the forms. In the Business hour on 4th Evening, the Executive Council explained the details of the new logo created by FTF-I which would replace the old FTFI logo. Elaborate discussions were also held on the formation of the new company 'Fair Konnect Limited'.

The AGM of FTF-I was held on 5th Oct 2013 at YMCA, New Delhi. Thrity one members participated in the AGM in person and there were seven proxies.



Mr. Rudi Dalvai, President-WFTO being facilitated by
Mr. A. K. Angurana, Additional Secretary, GOI,



Mr. Kamal Kishore giving the presentation on Fair Tourism
and Ethical Trade

FAIR TRADE POLICY ADVOCACY

'Sustainable Livelihood: the Scope of Fair Trade Interventions'



The Policy Consultation on 'Sustainable Livelihood: the Scope of Fair Trade Interventions' was organized by Fair Trade Forum-India - under the ProSustain project, in partnership with the European Commission and HIVOS, Netherlands. The program was attended by representatives of livelihood generation organisations, research scholars and representatives of government departments.

The program was inaugurated by the Chief Guest, Mr. S S Gupta, IAS, Development Commissioner (Handicrafts), Government of India. Mr. Rakesh Kumar, Executive Director, EPCH (Export Promotion Council for Handicrafts) was the Guest of Honor. Ms. Sudeshna Mitra-Woodhatch, secretary, FTF-I welcomed the participants and Ms. Moon Sharma, President, FTF-I gave the inaugural address.

The first session titled '*Non Tariff Barriers (NTBs) In Fair Trade perspective*' was chaired by Dr. Samar Verma. Presentations were done by Dr. Abhijit Das, Head & Professor, Center for WTO Studies, IIFT, New Delhi, Mr.

Selvam Daniel, Managing Director, Ecocert and Mr. Pankaj Mehndiratta, Consultant, Tara Projects. The examples of non-tariff barriers and its impact on the small enterprises, especially on craft producers were discussed in the session.

The session by Mr. Lybi Johnson of Kudumbashree/NRLM (national Rural Livelihood Mission), Kerala. The session focused on the livelihood market access breakthroughs and challenges faced under Kudumbashree. The session was chaired by Ms. Meena Bilgi from WOCAN (Women organising for Change in Agriculture and Natural Resources Management).

The third session was on the '*Role of Government Procurement & Schemes to Ensure a Fair Deal to Farmers and Artisans*'. Ms. Alka Arora, Managing Director, Central Cottage Industries Corporation of India Ltd was invited to present the ways in which the member organisations of the Fair Trade network can engage with the government to utilize the resources available for them. Ms. Alka Arora during her presentation informed that they are open to Fair procurement options if good quality and trendy products are available.

Dr. K. Panchaksharam presented experiences of *AHVV (Ambedkar Hastashilp Vikas Yojana-AHVV)* scheme from the view point of experience of member organizations of FTF-I. According to him in general the scheme was helpful in imparting capacities, design skills and providing facilities at the producer level. As a whole the training was helpful in building up the entrepreneurial skills of the artisans.

After the third session, there were presentations from two organisations working for the development livelihoods of the poor through innovative projects and institutions.



From left onwards-Mr. S. S. Gupta, IAS, Development Commissioner of Handicrafts, GOI, Ms. Alka Arora, Managing Director, Central Cottage Industries Corporation of India Ltd. and Mr. Rakesh Kumar, Executive Director, EPCH speaking at the policy consultation

Mr. N. K. Burman, General Secretary, CSWS (Child & Social Welfare Society) and Mr. M. Kalyanasundaram, Program Leader, Dhan Foundation were the two presenters. They focused on their organizations establishment, their understanding of sustainable livelihood and various strategies they use for the socioeconomic development and their journey so far along with the challenges they face in their working. This was followed by a sharing session from the participants - giving their feedback / suggestions and share their views on how to take the concept of Fair Trade ahead and make it a mass appeal in future. Mr. A.K Handoo stressed on the need to create awareness among artisans and consumers.

Overall, the purpose of the consultation was well served. People from various sections of civil society, including the government, came forward to pool in their ideas to develop an efficient strategy and come up with a good business plan.

FTF-I Submits Suggestions on the 12th Plan

Based on the discussions in the policy consultation, FTF-I submitted suggestions for improvement of various schemes for artisans mentioned in the 12th Five-Year Plan document prepared by the Planning Commission of India. The suggestions were submitted to the Development Commissioner of Handicrafts working under the union ministry of Textiles for consideration. The excerpts from the set of suggestions are as follows: -

1. Components of social and environmental concerns and the upcoming global statutory regulations to ensure

gender equity, fair wages and environment friendly practices/ processes and products that are free from child labor should be included as the core objectives of the project AHVY (Ambedkar Hastshilp Vikas Yojana). Schemes are also needed to development of special clusters on Fair Trade norms under the AHVY project.

2. Introduce a Value chain fund to address the short term capital requirements of craft producers
3. Regular mechanism for coordination between NSIDC (National Small Industries Development Corporation) working under Ministry of MSME and Ministry of Textiles-O/o Development Commissioner Handicrafts to ensure that the foreign retail giants procure from small handicrafts enterprises
4. A single brand based on the ideals of Fair Trade to integrate marketing and retailing initiatives for handicrafts/ handloom/natural food/ tribal crafts
5. A separate fund to support craft communities to get benefit of GI
6. There shall be clear guidelines towards integrating various government schemes that covers handicrafts sector such as schemes by Ministry of MSME, Ministry of Agriculture, Ministry of Rural Development and Ministry of Commerce



WFTO CONFERENCE 2013

The 12th Biennial conference of World Fair Trade organization (WFTO) was organized in Rio de Janeiro, Brazil from 25th to 29th May 2013. The conference played an important role in raising the profile of Fair Trade by sharing best practices, experiences, and building a strategy for sustained social change. The theme of this conference was 'The Next Generation of Fair Trade'. The Fair received active support from the Brazilian Government.



A total of 15 organisations with 21 participants from India attended the conference. Founder member of FTF-I and present board member Dr. Panchaksharam had the unique distinction of representing SIPA in all the 12 conferences,

and he continues to play an active role by participating in the AGM and in the decision making process. The Annual General Meeting of WFTO was organized on 29th May. The resolution on 'Role of national networks' presented by Dr. K. Panchaksharam on behalf of Indian members was approved by the AGM. The resolution states that "the national networks be recognized as an important link in the global movement and while getting affiliation from WFTO, would remain as independent entities to effectively lead Fair Trade and sustainable livelihood related activities at the country level and to take new ideas from the grass-root membership to the global body."

For the FTFI delegates, it gave a valuable opportunity to network with a wide range of Fair Trade actors around the world, and to raise FTFI's own profile in the global Fair Trade movement. It also enabled FTFI to participate in the future development of WFTO, to strengthen its own standards and gain inspiration to continue improving its work in India and so to offer hope to Fair Trade artisans, producers, companies and organizations throughout India.

It was also agreed that the next WFTO Asia Biennial Conference in 2014 will be held in Seoul, South Korea. Among the members of Indian delegation - CRC's Irani Sen, Sabala's Mallamma Yalwar and Sherry Masih from Noah's Ark who won first prize in various categories of the Md. Islam Memorial Design competition organized along with WFTO conference.

VISITS & INFO-SHARING

Switch Asia Network Meet 2013

Ms. Padmini Sharma, who served as Executive Director, of FTF-India between June '12 to Dec '13 participated in the Switch Asia network meet organized in Kathmandu from 17th to 19th June 2013 at Kathmandu. About 150 delegates from various Switch Asia projects participated in the meeting. As part of meet, on 20 June a 'Communication Lab' was organised by the Switch Asia Network facility to share and show case the promising models of communicating Sustainable Consumption from SWITCH-Asia projects. Mr. Jayakumar, Former Director- Communications, FTF-I participated in the Communication Lab and presented a case study about the FAIR TRADE INDIA brand. Kunal Sinha, Chief Knowledge Officer, Ogilvy, China was the chief facilitator of the Lab. The best communication practices shared by the representatives from Switch Asia projects, role plays and examples of new developments in development communication, presented by the facilitator provided opportunity for great amount of learning for the participants.

FTF-I & Tara Projects attend EU deliberation in Delhi

Ms. Padmini Sharma, Former Executive Director, FTF-I & Moon Sharma, CEO Tara Projects & President FTF-I were invited to attend a deliberation organized by the Parliamentarians of The European Union, the European Union Delegation in India on 29th Oct 2013. Few representatives from the civil society were also invited for the discussion. The discussions were essentially centred on 3 main aspects of EU representation in India—Child Labour, Agriculture and Free Trade Agreement between EU and India. Moon Sarma emphasized that Fair Trade Forum India is committed to ensure the rights of the child which is also one of the 10 principles of Fair Trade, the mission FTF-I works on. Padmini Sharma spoke on the 'Fight against Child Labour' Project of FTF-I and the emphasis it puts on ensuring not only child education but also overall development in the home-based workers community, through the 5 elements in the sustainable model developed through this project. Ms. Moon also talked about Tara Projects and Fair Trade Forum India working on the

provision of 'Fair Wages' to its producers. She stated that through the Fair Trade model, the FTF-I network and its members are ensuring Fair wages to the producers and hence Fair Trade products must get due consideration from European Union.

NMIMS, Mumbai students undergo internship with FTF-I



Three students from NMIMS, a business school in Mumbai, underwent a month long internship program with FTF-I. Aneesh Vijh and Rohan Mittal were posted at TARA projects, Delhi, where they studied their sustainable model for Children's Development Bank. Susheel Kumar was provided with a threefold assignment- 1) Document study, exposure to different organisations (FTCI, Delhi and Conserve HRP, Gurgaon, Delhi NCR), business models, Fair Trade practices and organising a disaster management training, 2) Sifting through various Government schemes and initiatives to find pragmatic and probable options, 3) Deputation at Indian Handicrafts and Gifts Fair 2014 (HGF 2014) with SIPA, Chennai and providing assistance in their efforts.

Mr. Chitra Bahadur K. C, President, WFTO-Asia and Former



Fair Trade Group (FTG) Nepal - Mr. Chandra Prasad Kacchipati, Chair & Ms. Padmasana Shakya, Advisor visited the National Secretariat at FTF-I on 31st Oct 2013

Secretary, Fair Trade Group- Nepal visited FTF-I office. He gave a token of Appreciation to Mr. OP Yadav, Director Programs, FTF-I for the successful completion of the FK Project in partnership with FTG-Nepal and ECOTA, Bangladesh.

Thirteen students from Fordham University, NY, USA and ten students from EMPI B-School, New Delhi visited Fair Trade Forum- India, New Delhi. They are jointly undergoing a short term course on 'Fair Trade and Social Justice'. The students had an enriching time of learning about the impact of Fair Trade in India and the work of FTF-I as a network of Fair Trade organisations.



Student from Fordham University, New York, USA at FTF-I office, New Delhi

FTF-I Entry Auditors Training

FTF-I conducted a two day entry auditor's orientation training from 29th to 31st Aug 2013 at Hotel Om Niwas, Jaipur. The aim of the workshop was to streamline and update the process of entry audit and to orient the entry auditors on the refined entry audit system for those enterprises interested in joining the Fair Trade Movement.

MEMBERSHIP & MONITORING

The new members who joined during the financial 2013-2014 are:

- I. Eco Tasar Silk Pvt. Ltd, New Delhi-They deal in all natural wild silk items made by a collaborative venture of tribal silkworm rearer, poor rural women yarn makers and handloom weavers in the hinterlands of India. Their products range from Silk stoles and scarves, throws, sarees and fabric.
- II. Maya Organic Support Services, Bangalore- It is a livelihood development initiative involved in developing a network of artisans, workers and micro entrepreneurs capable of producing world class lacware wooden products. Their products range from Toys, Educational Aids, Accessories, Furniture.
- III. Art Illuminates Mankind, Kolkata-The organisation extends support to the poor artisans by making common people aware about art and culture, socio economic and cultural life of those people through various documentation, exhibitions, fairs, festivals etc. They deal in Handicrafts & Handlooms. They have a direct marketing line called Karigar Line. Their shop is located in Kolkata.
- IV. Arawali Exports, Jaipur- Based in Rajasthan, they are manufacturers and exporters of handicrafts, home décor products and garments.
- V. Kadam Haat, Kolkata, WB is a voluntary organization dedicated to the holistic development of rural craft villages. Its mission is to protect the Indian heritage of Handicrafts.
- VI. Grameen Vikas Evam Chetna Sansthan (GVCS), Barmer, Rajasthan is a social welfare association which was founded for the upliftment of women, Dalits and marginalised communities in the region. GVCS has promoted handicrafts as a viable means of creating home-based employment that provides them with a steady source of income.
- VII. Aurospirul, Tamil Nadu, established in 1997 at Simplicity Spirulina Farm, Aurospirul is an eco-social and health friendly enterprise situated in Auroville, an international township in south India. Over the past many years, Aurospirul has earned a reputation around the world through its high quality spirulina. Aurospirul has recently expanded its activities to assume the role of processor and distributor for other health foods, herbals and spices from all over India.

AWARDS & RECOGNITIONS

1. Two traditional craft-lines 'Toda Embroidary' in Nilgiris and 'Lucknow Zardosi' were granted Geographical Indication status as a result of the efforts of member organisations of FTF-I in association with other like-minded partners.
2. Ms. Snehlata Nath of Keystone Foundation, Kotagiri received the Jamnalal Bajaj Award for 2013 in the category of Application Of Science & Technology for Rural Development. The ceremony was held in Mumbai on 15th Nov 2013.
3. Eternal Creation, Dharamshala, HP was awarded the Ethical Enterprise Award 2013. The award was presented by a Victorian-based social enterprise Moral Fairground and Australian Ethical Investment. Eternal was one of the nine finalists. The Ethical Enterprise Award is aimed at any business or organisation, regardless of size, which has had a positive social and economic impact through innovative ethical practice.
4. Kara Weaves, Kerala received the certification from the Textiles Committee of India in September 2013 and now are a registered member of the Handloom Mark Scheme.
5. Kilmora, Uttarakhand was awarded for achieving the best sale at the Annual Dastkaari Crafts Bazaar at Dilli Haat, New Delhi
6. Mr. Mathew John from Last Forest Enterprises, Kotagiri got the opportunity to share the story of Last Forest on an electronic media platform - Times Now, in a show on Amazing Indians. Last Forest promotes indigenous products and crafts from small farmers. It provides a market for the farmers to showcase and sell their products and get good returns
7. Arunim India Chairperson, Ms. Sminu Jindal won the L'Oreal Femina Women Award in the "Favourite Face of a Cause" category for her tireless efforts towards the promotion of 'accessibility' in public infrastructure and to make it inclusive and barrier free so as to facilitate participation of the elderly and disabled on an equitable basis.
8. Federation of Tibetan Cooperatives (FTCI) CEO, Mr. Tashi Wangdu received the Rajiv Gandhi Excellence Award by Indian Solidarity in Delhi.

LIST OF FTF-I MEMBERS

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ARUNIM

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Tel: 91 9811041777
9. Mr. Satyabrata Roy Bardhan
5, Dabur Park, Gangulibagan, Raja S C Mallick Road,
Kolkata 700084
Mob: 098308-84585, Tel: 91-33-2430-5084
10. Ms. Srita Bhol
M 71, Madhusudan Nagar, Unit 4, Bhubaneswar
751001
Tel: 0674 2396002, 09937066002
11. Mr. Nirav Shah
23, Warden Court Building, Gowalia Tank Mumbai
400036
Tel: 91 9869537694

FAIR TRADE INDIA Brand Shops

DELHI & NCR

Kala Aparajita - B 40, Qutab Institutional Area, New Delhi - 110016, Tel: 011 47004300

Indha - 016 Sushant Towers, Sector 56, Gurgaon-122011, Haryana, Tel: 01244109763

MESH- No. 5, Local Shopping Centre, Uday Park, New Delhi, Tel: 011 26965039, 26568048

GUJARAT

Dharohar-Art Craft and Heritage of India-62 Vishwas Colony, Behind Trisha Gallery, Next to Punit's Gallery, Alkapuri, Vadodra-07. Email-dharoharcraft@gmail.com, Cell:-09879319339

Dharohar-Art Craft and Heritage of India- 2nd floor central bus terminus, Vadodara. Cell:-09879319339

HIMACHAL PRADESH

Eternal Creation - Shop 4, Temple Road, Macleod Ganj, Dharamsala - 176219, Himachal Pradesh. Tel: 01892 223580

KARNATAKA

The Ants Store & Cafe - 2023/B 14th A Main, HAL 2nd Stage, Indiranagar, Bangalore- 560008. Tel: 080 41715639 / 41521742, Cell: 09443327360

Sabala - Hotel Heritage, Station Road Bijapur-586101, Karnataka. Cell no: 09035265795

KERALA

Prerana Handicrafts - Prerana Lifestyle, 2nd Floor, City Centre, Thrissur - 680651, Kerala. Tel: 0487 3206998

MUMBAI

Creative Handicrafts - Near New Maruti School, D.P. Road (Road No.11), MIDC, Off Mahakali Caves Road, Andheri (E), Mumbai - 400093, Tel: 022 28324692

Creative Handicrafts - Shop No. 1, Bandra Homeland Society, Hill Road Bandra West, Mumbai - 400050. Tel: 022 65727015

Creative Handicrafts - Shop No. 42, Building No.38, Uranus Co-op Housing Society Ltd, Evershine Millenium Paradise, Thakur Village, Kandivalli (E), Mumbai-400101

Karigar - Growel Mall, Akurli Road, Kandivli (E), Mumbai-400101, Tel: 022-28845340/45

Karigar - Inorbit Mall, Opp CTR Factory, Wadgaon Sheri, Pune Nagar Road, Pune 411014, Tel: 020-66141866

ODISHA

Orupa - Shop No 02A, Krishna Tower, Nayapalli, Bhubaneswar, Cell: 09861129358

Orupa -Shop No LN6, Ekamra Haat, IDCO Exhibition Ground, Bhubaneswar, Cell no: 09861129358

RAJASTHAN

Sadhna -Old Fatehpura, Udaipur -313004, Rajasthan. Tel: 0294 2454655.

Sadhna- Jagdish Temple Road, Kasron Ki Ole, Udaipur, Rajasthan-313001

Indune Lifestyle-H-137, Udhayog Vihar, RIICO Industrial Area, Sukher, UDAIPUR-313004

Nav Srijan - Near Amber Fort, Amber City, Jaipur, Rajasthan, Cell no: 09799693265

TAMIL NADU

Green Shop - Sargan Villa, Club road. Opp Hill Bunk (Petrol Pump) Ooty 643001 Ph - 0423 2441340

Green Shop - Jograj Buildings, Bedford Circle Coonoor - 643101 Ph - 0423 - 2238412

Green Shop - Johnstone Square (Kamraj Square) Kotagiri - 643217 Ph - 04266273887

UTTARAKHAND

Kilmora - Sitla, Nainital District - 263132, Uttarakhand, Cell no: 09410175896

Kilmora - Sarjakhhet, Nainital District, Uttarakhand, Cell no: 09410175896

Kilmora -Kainchi Dham, Near Kainchi Temple, Bhowali Almora Road, Distt. Nainital, Uttarakhand

Purkal Stree Shakti - Purkal Village, P.O: Bhagwantpur, Dehradun - 248009 Uttarakhand (India), Tel: +91 (0135) 2735998, Cell no: 91 9837377660

Umang - Naini, Almora District, Uttarakhand - 263645, Tel: 05966240430

WEST BENGAL

Sasha - 27 Mirza Ghalib Street, Kolkata 700016. Tel: 033-64589421, 22521586, 22520422

FAIR TRADE FORUM - INDIA

A Registered Association, Registration No. 37844 / 2000

Flat No.206, Plot No.62A/1, Garhi, New Delhi - 110065

Income & Expenditure (Consolidated) for the year ending 31st March 2014

Expenditure	Amt as on 31st Mar 14	Amt as on 31st Mar 13	Income	Amt as on 31st Mar 14	Amt as on 31st Mar 13
To Program Expenses					
Fairtrade Conference-Goa	-	1,456,916	By Donations	233,500	54,800
EC Meeting Exp	114,764	204,596	By Donation (furniture)	-	60,000
Travel NC & AGM	59,175	-	By Donation -Goa Conference	-	1,565,103
Visibility Materials - NC	7,267	-	By Receipts / Others	85,195	14,115
Grant Refund (DCH)	31,702	-	By Exchange fluctuation	-	15,980
			By Bank Interest	299,725	372,479
To Administrative Expenses:			By FCRA Grants & Aid from HIVOS		
Bank Charges	1,598	1,519	Fair Connect - Hivos Grant	-	519,290
Conveyance & Travelling	13,715		EU- Hivos - Pro-Sustain	3,173,485	8,820,679
Depreciation	28,324	27,264	FK - South South Exchange Prog.	1,124,682	2,130,860
Entry audit (membership) expenses	40,000	16,429	FT Supply chain dev. Proj. [Cotton]	-	4,756,794
Field visits & facilitation charges	3,673	-	Grant - IDRC - Good Neighbour Initiatives	-	199,496
Legal & Professional / Charges	31,000	81,532	Grant -Child labour Project	7,995,357	2,786,651
Membership Fee - WFTO	34,779	53,407	FTF-I Members support program	999,219	-
TDS / Interest paid (DCH)	39,798	-	BDS Grant Utilisation		45,092
Staff welfare expenses	5,900	-			
Printing Stationery	9,334	-			
Repair & Maintenance	2,809	-			
Office maintenance / shifting exp.	43,466	-			
Audit Fee	10,000	5,000			
Internal Audit Expenses	50,198	-			
Postage & Courier	17,380	-			
Advertisement staff recruitment	2,250	11,534			
Uncollectible / Grant	31,408	-			
To Utilization of Hivos Fair Connect:					
Staff Training workshop - incidentals	-	1,250			
National Convention	-	66,928			
Fair Trade Status Report - Preperition	-	451,112			
To PRO-SUSTAIN - EU-Hivos					
Human Resources	362,375	1,245,338			
Human resouces perdiem	125,560	111,995			
International Travel	41,077	26,695			
Local Travel	370,557	795,311			
Equipments - Laptops	-	20,388			
Consumables - Office supplies	40,026	74,301			
Communication (tel/fax/internet)	-	84,529			
Electricity Charges	-	67,210			
Office Maintenance	-	91,869			
Office Rent	58,850	362,500			
Web site	-	2,220			
To Cost of Conference / Seminars					
Corporate Procurement meeting	312,451	123,436			
Members consul. W/S - branding	100,000	959,878			
Steering committee review meeting	-	130,606			
Outreach campaign - colleges	252,409	211,865			
Meeting : Policy development / Harmonize	227,026	-			
Participation in College Fairs	-	150,600			
Dissemination Workshop	223,242	-			
Sub total C/F	2,692,113	6,836,228	Sub total C/F	13,911,163	21,341,338

Audited Financial Statements Contd.

Income & Expenditure Account - 2013-14 - Page: 2 of 3

Expenditure	Amt as on 31st Mar 14	Amt as on 31st Mar 13	Income	Amt as on 31st Mar 14	Amt as on 31st Mar 13
Sub total B/F	2,692,113	6,836,228	Sub total B/F	13,911,163	21,341,338
To Visibility:					
World Fair Trade Day / Marketing Campaign	401,650	1,644,339			
Promotional materials on Sust. Consumption	75,334	194,420			
Promotional materials - Corp. Procurement	8,230	108,425			
Promotional campaign / Govt. Lobbying	46,940	1,021,414			
Project publicity		435,870			
Legal Fee / Reg. Fee	27,500	63,300			
Research on Policy paper	134,832	-			
Consulation on retale branding	76,385	-			
Project Admin cost	289,041	894,170			
To EU - Fighting Child Labor					
Human Resources- Project staff	2,790,918	1,990,229			
Human Resources - Technical (LCs)	1,939,767	-			
Travel / perdiems- Local staff	473,501	98,261			
Equipment & Supplies	881,493	170,961			
Local Office Exp	1,206,169	319,676			
Quarterly Review meeting	14,895	111,306			
Promotional materials	-	8,915			
Street play/song	-	21,740			
Recruitment / Advertisement	-	44,944			
Venue & Refreshments	35,599	-			
Annual Audit Fee	30,000	-			
Admin. Cost	623,015	-			
To FT Supply Chain Dev. Proj. [Cotton]					
Human Resources	-	1,748,579			
Perdiems travel (Intl.)	-	571,115			
Perdiems local travel	-	399,634			
Seminar / Conference	-	371,813			
Publications / documentation	-	42,780			
Travel (Intl / Local)	-	417,028			
Equipments & Supplies	-	157,766			
Field Training - Farmers	-	598,246			
Audit Fee	-	30,000			
Administrative cost	-	419,833			
To FK South South Exchange Program					
Admin Cost Sending Partner	27,000	61,500			
Admin Cost Host Partner	54,000	224,784			
Allowances - home country- fellows	180,000	429,000			
Allowances host country - fellows	117,000	547,750			
Health / Travel Insurance	-	34,240			
Housing Rent -	230,853	406,979			
Local travel - conveyance	50,314	87,117			
Travel Intl. Home /host country / preperatory	64,266	66,665			
Set up Grant	4,000	53,673			
General cost - Meeting with FK	34,297	14,388			
Audit / Certification	40,500	10,800			
Official Journey - Local	147,884	56,124			
Departure grant / home country	-	40,000			
Equipment	44,800	54,840			
Language Tuton	39,500				
Follow up Seminar	90,268	43,000			
To Good Neighbour Initiatives - IDRC					
Resource Persons / Facilitators	-	115,665			
Staff Welfare	-	25,508			
Postage & Courier	-	3,430			
Equipment	-	54,893			
Sub total C/F	12,872,064	21,051,348	Sub total C/F	13,911,163	21,341,338

Income & Expenditure Account - 2013-14 - Page: 2 of 3

Audited Financial Statements Contd.

Income & Expenditure Account - 2013-14 - Page: 3 of 3

Expenditure	Amt as on 31st Mar 14	Amt as on 31st Mar 13	Income	Amt as on 31st Mar 14	Amt as on 31st Mar 13
Sub total B/F	12,872,064	21,051,348	Sub total B/F	13,911,163	21,341,338
To FTF-I Members support program					
Entry Auditors Training Programs	143,719	-			
IFJAS / IIGF Expenses	104,217	-			
National Convention & AGM 2013	535,401	-			
To Other admin Expenses					
Bank Charges	3,025	-			
Festival Allowances	74,082	-			
Local Conveyance	25,706	-			
Postage & Courier	7,085	-			
Staff Welfare	1,687	-			
Staff Salary(other than Project staff)	91,543	-			
Office maintenance	10,631	-			
To BDS Grant Utilisation					
Bank charges	-	3,600			
Office Expenses	-	9,431			
Local conveyance	-	32,061			
Grant Balance transferred to BS	2,123	20,619			
Excess of Income over Exp. Local	39,880	224,280			
Total	13,911,162	21,341,338	Total	13,911,163	21,341,338

As per our separate report of even date

For S. R. Agarwalla & Co.

Chartered Accountants

For Fair Trade Forum - India

Sd/-
(Treasurer)Date : 29 August 2014
Place: New DelhiSd/-
(CA Rajesh Kumar)
Partner [M No.94188]Sd/-
(President)Sd/-
(Secretary)

FAIR TRADE FORUM - INDIA

A Registered Association, Registration No. 37844 / 2000

Flat No.206, Plot No.62A/1, Garhi, New Delhi - 110065

Balance Sheet (Consolidated) as at 31st March 2014

Liabilities	Amt as on 31st Mar 14	Amt as on 31st Mar 13	Assets	Amt as on 31st Mar 14	Amt as on 31st Mar 13
Capital Fund:			Fixed Assets:		
FTF-I Corpus:			Equipments / Electricals	16,931	19,919
Opening Balance: 2,749,780			Computer/printer	3,084	7,710
Add: Surplus / (Deficit) 39,880			Furniture - National Secretariat	97,811	108,679
Add: Member's Contbn to Corpus 425,216			Fire Extinguisher	521	613
Less - transferred to Building fund (1,246,113)	1,968,763	2,749,780	Office Premises	4,290,500	-
			Purchase of software	22,750	-
FTF-I Building Fund:			Investments:		
Opening Balance: 2,783,887			Fixed Deposits - CBI,	368,384	4,039,642
Add: Contributions during the year 260,500			Fixed Deposit with CBI (FCRA)	7,473,731	9,418,639
Add - transfer from Corpus Fund 1,246,113	4,290,500	2,783,887			
Current Liabilities:			Current Assets:(Local)		
Sundry Creditors: Local	15,000	58,083	Grant Receivable (DC(H))	-	31,408
Relief Fund	-	12,501	Sundry Debtors : Local	-	426
Membership Fee Pending Approval	-	3,500	TDS (2006-13)	116,632	116,632
Membership fee payable	19,000	19,000	TDS (2013-14)	23,702	-
Expenses Payable	33,628	27,628	Current Assets:(FCRA)		
Tax deducted at source Payable	1,000	2,000	Loans & Advances	4,389	53,510
Donation payable to WFTO	108,500	-	Sundry Debtors	672,289	2,250,520
FTF-I Member support Program	494,301	-	TDS (2011-12)	157,561	100,402
Current Project Liabilities:			Security Deposit	59,070	273,000
Grant Balance (C/F) - EU-ECCP	10,370	10,370	TDS (2013-14)	75,012	57,159
Grant Balance (C/F) - Fair Connect	1,131,641	1,131,641	Cash in Hand		
Grant Balance (C/F) - SFTMS	178,200	276,077	Local Fund	5,491	7,093
Grant Balance (C/F) - WEIGO	690,570	690,570	FCRA Fund	11,674	1,138
Grant Balance (C/F) - MF & FV	-	7,450	Bank Balance:		
Grant Balance (C/F) - Pro-Sustain	2,542,514	393,159	CBI 36205	1,299,876	1,269,119
Grant Balance (C/F) - FTSC	118,356	118,356	CBI 02421	685,010	55,138
Grant Balance (C/F) - FT Plus	-	261,954	Balance with CBI -FCRA	1,842,862	4,172,465
Grant Balance (C/F) - FK SS	292,658	208,181			
Grant Balance (C/F) - IDRC	-	284,991			
Grant Balance (C/F) - CLP	-	3,632,921			
Exchnage Fluctuation - Hivos	239,098	239,098			
Exchange Fluctuation - Weigo	10,013	10,013			
Bank Interest	750,260				
Current Liabilities:					
HR Mobilisation - Fund	100,473	2,540,167			
Staff Perdiem payable	120,108	1,144,400			
Project Admin Fund	2,158,352	2,135,430			
Program Exp. Payable	7,298	17,298			
Sundry Creditors	1,180,870	2,688,071			
TDS Payable	26,313	31,106			
Salary / PPF Payable	361,667	505,581			
Gratuity Payable	377,827	-			
Total	17,227,280	21,983,212	Total	17,227,280	21,983,212

As per our separate report of even date

For S. R. Agarwalla & Co.

Chartered Accountants

For Fair Trade Forum - India

Sd/-
(Treasurer)Sd/-
(CA Rajesh Kumar)
Partner [M No.94188]Sd/-
(President)Sd/-
(Secretary)Date : 29 August 2014
Place: New Delhi