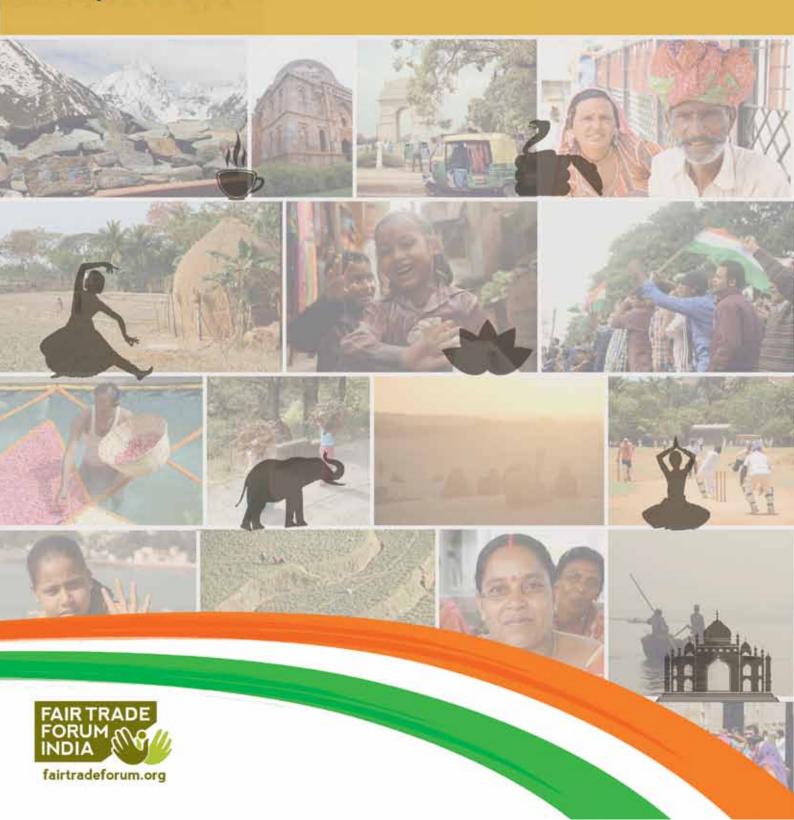


Towards a bright future, generating opportunities through Fair Trade

Special Edition



15 Years of Fair Trade in India

Launch and registration of The National Network Fair Trade Forum - India at New Delhi

Seed funding received from Oxfam Bridge Established National Secretariat (NS) at Chennai 1st national convention AGM held at Lake Club Kolkata

FTF-I participated in the first Social Development Fair First World Fair Trade Day celebration in four regions 1st FCRA proposal approved by Hivos

2000

2001



'ReFashion' Competition Launch of 'I Support Fair Trade ' Campaign by Ramsey and Janet Lewis 11th Biennial Conference, by WFTO at Mombasa, Kenya GiFT - Corporate Gifting Initiative Launched

10th year Anniversary Celebration Launch of Fair Trade India umbrella brand FTF-I became the country network of WFTO Asia Entry audit system introduced for members



Launch of the project 'Fair Trade Supply Chain for Cotton'

2010

2009



FTF-I organized Asia Conference in Goa. 250 participants from FTF-I participated in the 12th Biennial Conference different Asian countries participated in the conference.



organised by WFTO in Rio de Janeiro, Brazil.



FTF-I shifted its office to new premises of its own in New Delhi.

2012

2013

2014









National Secretariat shifted to New Delhi

First Fair Trade Fair organized Launch of FTO Mark of the Global FT movement (IFAT now WFTO)

Launch of EU India SHARE Project Development of Fair Trade Curriculum

2003

2004

2005



First FTF-I Strategic Plan of five years developed FTF-I won SEEP Networks Global Business Plan Competition



Launch of Fair Trade Plus project Development of 'Fair Trade Toolkit'



New Direction: "Taking Fair Trade to Indian Consumers"
Initiating Programs with DC(H)/COHANDS for members
First participation at IHGF 2006
Participation in Social Forum & Social Development Fair,
Kolkata

2008

2007

2006

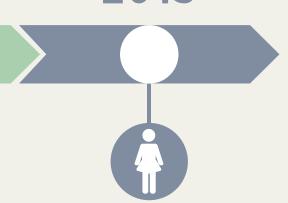


Launch of 'Women 4Women'/ 'Stree Udyami' Campaign with women entrepreneurs FTF-I participated in the 13th Biennial Conference organised by WFTO in Milan, Italy Bid for WFTO Annual Conference 2017 to be held in India

2015









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From the Editor's Desk

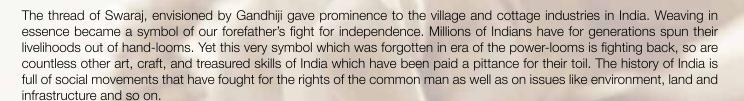
Weaving a thread of Swaraj through Fair Trade initiatives in India



"If we have the 'khadi spirit' in us, we would surround ourselves with simplicity in every walk of life. The 'khadi spirit' means illimitable patience. For those who know anything about the production of khadi know how patiently the spinners and the weavers have to toil at their trade and even so must we have patience while we are spinning 'the thread of Swaraj'. The 'khadi spirit' means also an equally illimitable faith. Even as the spinner toiling away at the yarn he spins by itself small enough, put in the aggregate, would be enough to clothe every human being in India, so must we have illimitable faith in truth and non-violence ultimately conquering every obstacle in our way.



Mahatma Gandhi



'Fair Trade' in India is a Silent Movement, which has been in existence for the last two decades. It began as a movement to provide economic livelihood to the disadvantaged communities and free them from the clutches of poverty and drudgery, by using their intrinsic knowledge of art and craft. Those associated closely with the Indian hand-loom and handicraft industry can sniff strong revival, hence pushing harder than ever to make that happen. Demand in the West has been growing with customer centric movements such as Fair Trade having a deep impact on how we view our own produce and producers.

Fair Trade is a market led solution to poverty which aims to use trade, not aid, to improve livelihoods of disadvantaged farmers and artisans to promote sustainability. With time it has evolved, bringing in new ideas for market development, promotion and capacity building of artisans. In today's time, the Fair Trade producers are capable of starting their own individual brands and become successful entrepreneurs themselves.

The parallels between the Fair Trade movement and Khadi are striking - self-reliance, empowerment and emancipation. What makes the Fair Trade concept different and replicable is its wholesomeness. It has the all the key factors and touches all the cross cutting issues, to make India, 'Shrestha Bharat'. India is experiencing enormous economic growth and there is a huge potential for this trend to continue. The new Government is stable, ambitious and enterprising. There is increased flow of foreign direct investments in the country shows interest of other countries to make huge investments in the economy of India. With India becoming the fourth largest base for young businesses in the world, MSME's and SE's are the new upcoming sector with huge potential and large number of opportunities. The new Government has launched several important initiatives like - Swachh Bharat Mission, Make-in-India campaign, Skill India Mission aimed at enhancing the manufacturing capability and to make youth employable. All these initiatives are important for socioeconomic development of the country involving wider investment, innovation, fostering skill development and establishing best infrastructure. MSMEs are also one of the upcoming sectors which promises a flourishing future, full with opportunities for the country's youth. Though the Indian economy is on a growth trajectory, the existence of poverty is the major cause of marginalisation of people. Creating opportunities for sustainable income needs to be the integral part of any strategy to curtail exploitation. On the other hand Fair Trade provides marginalized producers a chance to succeed at the market place that generally excludes them and offers Fair Trade consumers the means to make their purchasing power a tool for real social and economic change needed

for the inclusive growth. This makes 'Fair Trade ' approach a best fit for Indian Growth Model. Today Fair Trade Forum-India members registered a combined turnover of approximate 350 Crores, 80 percent of which comes from exports to various countries. The relevance of Fair Trade in empowering marginalized communities in India needs to be popularised and Impact of Fair Trade initiatives needs be widely shared and documented.

This Special Edition on the eve of 15th Year Celebrations is a first attempt in this regard and aspires to make Fair Trade concept the solution to achieve the sustainable development goals by Government of India. Fair Trade Policy & Advocacy will be taken up on a fast track mode and already Fair Trade Forum-India initiated ambitious task of publishing first of its Kind 'Fair Trade Status Report'. We are hopeful that strong Fair Trade Movement will be built on 5S "Skill-Speed-Scale-Sustain & Self Reliant" model. Fair Trade Forum-India and its member organizations would like to achieve the needs and aspirations of modern India through the Gandhian thought process.

This special publication has brought out to capture the genesis of Fair Trade Forum-India network and the impact created by its member producer organizations. The publication showcases the formation of the network, the early pangs of making a place in the social sector as a tool for poverty eradication and holistic development. It highlights the initiatives, challenges and activities and brings out the best practices and achievements of Fair Trade producer organizations across India. It also pays tribute to the Fair Trade soldiers who devoted their lives to work for the development of the society on the principles of Fair Trade. Our Editorial team carefully selected stories of 15 Fair Trade Agents of Change and also the best practices of Fair Trade Organizations.

On behalf of Fair Trade Forum-India, I would like to thank the editorial team for their dedication and commitment and all the members, founder members, Executive Council members, buyers, Interns, volunteers, partners and National Secretariat team for their valuable contribution in publishing this special edition. This publication would not have been possible without tireless efforts of Ms. Amy Parinita Mookerji, Ms. Sadhna and Ms. Jessica Oyarbide (intern from Argentina) in co-creating the document. Special thanks to Dr. K. Panchaksharam, Ms. Sudeshna Mitra Woodhatch, Mr. O P Yadav and Mr. Rajeev Pillai for their inputs.

The real power to make change in the world comes from us- the people whose voices, votes, and values can influence decision makers to ensure a fairer set of rules in favour of marginalized and rural artisans, farmers and weavers.

Let us join hands in building strong Fair Trade movement in India.

JAI HIND

Mallikarjuna lytha President Fair Trade Forum-India



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

Fair Trade is the alternative mode of trade, which aims to extend sustainable livelihood to the less privileged people living in developing and under developed countries.

Fair Trade Principles Fair Trading Practices **Ensuring Transparency Ensuring Good** and Accountability Working Conditions Creating opportunities for Economically Disadvantaged Producers Payment of a Fair Price Ensuring no Child labour and Forced labour Providing Capacity Building Promoting Fair Trade Respect for the Environment Commitment to Non Discrimination, Gender Equity and Women's Economic **Empowerment and Freedom**

The Fair Trade principles have been depicted in a shape of a Mandala. The word "mandala" comes from the classical Indian Sanskrit. It represents wholeness and can be seen as a model for the organisational structure of life itself-a cosmic diagram that reminds us of our relation to the infinite, the world that extends both beyond and within our bodies and minds. Inspiration has been taken from its symbolism and the depiction of the principles of Fair Trade remind us of what the Fair Trade universe is all about. Inside are the non-negociable principles and outside the remaining ones.

of Association

Thoughts & Reflections

This section captures the thoughts and experiences of people who have been associated with Fair Trade movement and FTF-I in the past 15 years in form of mentor, guides, producer members, partners, interns, volunteers, consumers, Fair Trade buyers and retailers. It is a mix of writings and quotes from FTF-I's well wishers and friends.



"There is no beauty in the finest cloth if it makes hunger and unhappiness."





Experiences in the Fair Trade Movement and the way forward

by Carol Wills, WFTO Honorary Member

Listening to the radio in the UK this morning, I heard two reports which could have come straight from the Fair Trade Movement. One focussed on the price of milk and alleged that many supermarkets are paying farmers less than the price of production and that soon the UK would have no dairy farms left (more than half have closed in the last 10 years) and the other was about the need to pay workers a living wage and that the minimum wage was not a living wage. This latter was a key debating point at the recent World Fair Trade Organization conference held in Milan, Italy, in May 2015. Payment of fair prices and fair wages has always been at the heart of the Fair Trade Principles that guide the behaviour of Fair Trade Organizations and are the basis of the standards against which FTO's' compliance is assessed in order to become "Guaranteed Fair Trade" by the WFTO.

My first visit to India was in 1986, and ever since, I have visited almost every, sometimes several times a year. I was present at the inaugural conference of the Fair Trade Forum India from 14-16 April 2000 in New Delhi and I remember I took a note saying "The Fair Trade Forum is launched and now they are embarking on a series of workshops to develop their vision and strategies. I was asked to give a short talk this morning on the future of Fair Trade.". I believe that the thoughts they expressed are still valid today.

I wrote that "British consumers want Fair Trade", that "agents have been instructed to source Fair Trade products" and "one (very) big British supermarket has contacted several Fair Trade Organizations direct, asking them to supply tens of thousands of cotton shopping bags". At the time of writing, Indian Fair Trade rs were cautious. They wanted to widen the market for fairly traded products; they also wanted to stick to their principles and provide continuous, sustainable, fairly paid work to producers.

Now as then, the need for fair employment in India is huge. Hundreds of millions of people continue to live in poverty with over 90% of the labour force working in the informal sector without welfare protection and without access to technical, marketing and credit support. An unknown number of Indian children under the age of 15 work as child labourers. (Some estimates put the figure as high as 20%). While companies in India have a long tradition of commitment to society beyond business and profit-making, increasing industrialisation focuses on production, with health and safety of workers a low priority. The high unemployment rate in India makes low-skilled workers vulnerable to exploitation. In India, Fair Trade suppliers need to organise themselves to negotiate fair, responsible terms of trade with potential buyers so that Fair Trade in India is not undermined. As Dr. K. Panchaksharam, of the South India Producers' Association, said at a national meeting of Indian Fair Trade Forum members in Delhi: "Collectively we need to be stronger. How do we create that strength? All of our active participation is necessary or else we are each like drops in the ocean."

In 2006, FTF-I embarked on a consumer awareness campaign within India in order to grow the domestic market for Fair Trade. It also began to promote Fair Trade awareness among young people in school and university in the hope that this would lead to active engagement and eventually, the creation of a more just and equitable society for everyone. The global financial crash of 2008 caused major problems for Fair Trade. Nevertheless, the FTF-I launched the Fair Trade India Brand in 2010 which has successfully grown the market for Fair Trade products within India. Outside India, Fair Trade retailers have struggled but there has been significant growth in the sale of handicrafts/ artisanal products outside Fair Trade which shows that the market does exist. There are handmade artisanal products on the shelves and in the show cases of the most prestigious department stores. Superb handcrafted products are available online. They wouldn't be there if there wasn't a market. Fair Trade coffee, chocolate, tea and other food and beverages are on the shelves of many supermarkets.

This tells us that being Fair Trade is not enough. How are we making a difference? What is our impact? If FTO's in India and elsewhere are going to survive, they must be able to respond to a rapidly changing market environment as well as showing that something has changed for the better in the lives of individual producers and their families.

From the beginning of my relationship with Fair Trade in India I was impressed by the commitment and dedication of individual men and women who devoted their lives to the economic and social empowerment of marginalized, grassroots artisans and farmers in the informal sector. From 2009 – 2011 I had the privilege to be involved in a Wiego action research project, funded by the Dutch Government, on working poor women and their engagement in Fair Trade markets. Our lead project partner in India was FTF-I. We undertook three major case studies with The Artisans Association in Kolkata, Sabala in Karnataka and Sadhna in Rajasthan. As part of the project, talented film maker Naga Nandini and a team of her students made three inspiring films about the difficult lives of women producers and the changes that had come about through Fair Trade. For me, gender equality is a key goal for the future of Fair Trade.

As I think about the way forward for Fair Trade in India and elsewhere, I ask myself where are the new, young leaders? Are we engaging sufficiently with a new generation of women and men prepared to commit themselves to putting people before profit, people who are willing to engage with the environmental challenges facing the planet? How may we help poor women and men move beyond the daily struggle for survival to create better lives for their children? How may we work together to create a sustainable future for everyone? Where are the new ideas in Fair Trade? Key words for the future are equality, empowerment, impact, innovation, organization and capacity building. We have to keep on re-imagining Fair Trade and that way we may achieve the just economy we all desire.

Making Fair Trade Markets work for the marginalized – some initiatives that still have a long way to go....

by T. Muralidharan

My association with FTF-I started way back in 2003 when I was still getting my first few lessons on livelihood promotion after joining the development sector after a fairly long stint in the banking sector. At that point Fair Trade was new to me.

After few European trips, I understood better about this consumer-producer movement between the developing & the developed world. I realised, there was a need to build it from consumers and advocacy point of view to provide regular work to the talented

marginalized communities in the third world countries.

After coming back to India, I came in touch with FTF-I, a unique network built by producer based organizations in India, working with Fair Trade values. Back then, FTF-I was still in its infancy stage, trying to understand India's needs and how to sell Indian products in the European markets and also promote it in the domestic sphere. FTF-I started several initiatives to have better visibility within the country through media coverage, a good website and holding series of events regionally and nationally through series of producer oriented events such as workshops, exhibitions, Fair Trade fairs, Fair Trade campaigns and rallies and active advocacy & lobbying with a larger public audience. That time I was representing Hivos, a funding organization based in the Netherlands. I assisted FTF-I to back few market support projects funded by Hivos to develop the capacities of organizations working with grassroots producers in India.

After a couple of years of understanding how Fair Trade works in order to sustain the benefits of Fair Trade for the poor producers in the country, it was felt that there is a need to look for new opportunities and markets. This was particularly required as we felt that Fair Trade products from India had to compete with similar products from other countries, and the fact that India with its huge population and upwardly mobile middle class provided a huge national consumer base. They have the capacity to buy and have the world view, which would be required to facilitate Fair Trade. Consumer campaigns were conducted to build awareness about the concept of Fair Trade, to promote ethical consumption through information dissemination and knowing the "story" behind a product. Supply Side activities included making accessible products with a Social Value available to the consumers on a regular basis, increasing awareness about various traditional skills, ensuring traceability of benefits throughout the production-supply chain, helping NGO's to become sustainable enterprises by providing a regular access to mainstream markets. During the process, a domestic Fair Trade label, 'Shop for Change', was born and soon spread its wings into the retail chains, domestic markets with products for these special customers who were concerned about Fair Trade and ecological sustenance. As a result of the initiatives some of the important retail chains such as Shoppers Stop, Pantaloon and stores, etc have made arrangements to provide retail space in their shelves for sale of Fair Trade products. FTF-I however, has a huge challenge at hand considering that the Fair Trade movement is still at a nascent stage in the country even though FTF-I is a 15 year old institution now.

Fair Trade needs to understand the changing face of the markets and adapt itself to remain relevant. Expecting that the world will remain static without change is unrealistic. Fair Trade Forum needs to dwell on the changes in market and try to get mainstreamed rather than remaining only being a niche market. Therefore some of the areas of work for the future would be to work on technology and especially mobile based technology with the proliferation of different 'Android Apps'.

There is need for policies and practices conducive to more sustainable agriculture and food systems and a significant need for greater inclusion of marginalized communities in the growth agenda. We must encourage education and consumer awareness campaigns on food quality and security to influence food consumption in particular and conscious consumption in general. Necessity to adopt sustainable agricultural practices, adoption of food quality standards, labels and certification to regional, national and local food consumption habits to ensure wide acceptance needs to be prioritised. Capacity-building of public policy institutions, consumer forums and food quality and surveillance agencies on sustainability aspects needs attention for this. \blacksquare



"Fair Trade" - Going beyond trading

by Safia Minney, People Tree

Fair Trade is more than just detailing the country where the product is made. Fair Trade is the only way of ensuring human rights and environmental protection are central to business and that it's sustainable. It gives the story of the farmers, artisans and tailors and the heritage, culture and sustainability behind the product and the terms of trade and ethos of the company are key. Fair Trade products revive organic agriculture and revive and support craft skills and are made within the country on the label and promote the livelihoods. In the same way that consumers asked for a fair deal for coffee farmers and workers and other agricultural products in the early 90s, they are now demanding it of fashion. This has been brought on by huge concern after the horrific collapse of Rana Plaza in Bangladesh, an industrial tragedy, killing 1,134 garment workers and injuring thousands more. Along with ongoing abuse of human rights and environmental laws. The fashion industry needs to face up to its responsibility in its overseas supply chain and hold its own company directors accountable for bad practice overseas.



In September 2013, People Tree was the first global fashion company to carry the World Fair Trade Organization Fair Trade manufacture label, which guarantees Fair Trade principles are met throughout the supply chain. Classifications like organic and Fair Trade can help to ensure that people know if companies walk the talk. This guarantees People Tree's dedication and compliance to the Ten Principles of Fair Trade, covering fair wages, working conditions, transparency, capacity building, environmental best practice, gender equality and setting standards for conventional fashion companies to improve their supply chains. Ten years ago People Tree launched the first clothing range to meet the Global Organic Textile Standard certified by the Soil Association. Nearly 80% of our collection carries the FAIRTRADE mark and/or Soil Association organic mark, guaranteeing small scale cotton farmers in developing countries receive a fair and stable price and an additional premium which gives them the opportunity to finance schools, clean water and develop their communities. Consumers are increasingly looking for transparency in the supply chain and certifications to deliver on the United Nations' Sustainable Development Goals. This year with The Climate Change Summit in Paris in December carbon neutral clothing will become a new buzz word.

People Tree has been the leader in product development, design, quality feedback and environmental production methods and that has been very challenging. We are delighted that TARA have responded at this level at the same time as excelling in social impact tools for Fair Trade and their campaigning against child labour. Many people used to think the environment and best practice was a kind of luxury in Fair Trade. People Tree campaigned hard to make the environment a key principle of WFTO. We also helped to initiate World Fair Trade Day to make a day celebrated globally in thousands of places.

Without sustainable fashion we don't have a future. Conventional fashion is made by ignoring the planets' limited resources and the rights of workers. Clothing is fashion. Fashion is linked to culture, music and arts. Fast fashion has leadus into a downward spiral and a race to the bottom where social and environmental standards are violated and

the companies are the most profitable.



We need to change to an accountable, transparent economic system and an empowering economy that makes best practice sustainable. We need new indicators of wealth for a sustainable world. Fair Trade and sustainable fashion can empower the poor, being about social and environmental justice and transform our economy and societal well-being. Celebrating the craft heritage of India and making good quality, contemporary products. I think the label gives consumers a real feeling of trust and transparency. It has been hugely powerful for People Tree.

People Tree is very well linked with many Fair Trade and ethical businesses and associations. 3Including the Royal Society of Arts and World Economic Forum through Schwab Foundation. We need to campaign for a new legislative framework to support Fair Trade business practice and make it mainstream.

Fair Trade India brand, increasing visibility in retail

by Lucas Caldeira, Asha Handicrafts

Fair Trade is an organized social movement and market-based approach to empowering developing country producers and promoting sustainability. The Pioneers of the movement, late Dr. Shyam Sharma, late Ms. Shabbi Kohli, late Mr. Chanchal Sengupta, Ms. Roopa Mehta, Mr. K. Panchaksharam and myself, felt the need in the year 2000 to register the Forum and set out its agenda to trade, cooperate, share, educate, learn and grow the movement in India. Today, there are over 100 organizations registered with Fair Trade Forum and commendable work is being done in the realm of Fair Trade. National Conventions held year after year bring all players from different parts of India to deliberate, strategize and take the movement forward.

Reminiscing the years gone by, in 2007 the 7th National Convention of Fair Trade
Forum India (FTF-I) held in Mumbai, was organized with the topic "The Role of Fair
Trade in Responsible Consumerism". More than 100 delegates representing FTF-I member
organizations, NGO's, development organizations, SHG's, cooperatives and media personnel,
who share concerns with the Fair Trade Movement, participated in the convention. The convention discussed the present
potential and the future role of Fair Trade towards contributing to poverty reduction strategies in India'. My work as a founder
of Asha Handicrafts made me internalize these principles even more. Asha Handicrafts Association is one of the founder
members of FTF-I, it is a not for profit environment-conscious organization, whose mission is to promote the social and
economic welfare of its artisans and producer groups in India, by providing marketing facilities for handicrafts through Fair
Trade practices.

"The greatest challenge faced by Asha Handicrafts in entering the domestic market was a lack of awareness among Indian consumers concerning Fair Trade. At that time Karigar, the retail brand of Asha entered the domestic market. Karigar had to contend with low sales volumes in the first two years and was forced to adapt. A nonperforming store was discontinued and others in much more viable locations launched. A number of shops were set up under the shop-in-shop model in Gurgaon, Bangalore, Kochi, Mumbai and Kolkata. Corporate sales and exhibitions were also pursued. After coming the Fair Trade India brand. Today, after 7 years of effective merchandising, effective training, staff development, viable Fair Trade products, point of sale items and tapping the Indian conscious consumer Karigar has broken even with a gross turnover of \$ 3,00,000. We hope in the future, we will be able to open more sales outlets, tap online sales and create wider visibility of Fair Trade India brand. With this 'producers brand' we can hope to make a mark in the retail industry and propagate Fair Trade in the north, south, east and west of India."

Fair Trade - going beyond trade

by Suresh C. Mittal, Pushpanjali Fair Trade

Fair Trade means sustainability and long-term relationship. It is not only meant for having trade relations, but going beyond that and working for the sustainability of livelihoods and environment. It's a unique movement that respects producers and consumers equally. If you look at the latest Sustaianbilty Goals set by UN, Fair Trade as a sector and tool has the capacity to change systems and contribute to the overall development of the country. In my own organization Pushpanjali, we work on a home-based model, empowering men and women to desire beautiful and satisfied happy lives for themselves. We have common facility centres, focusing on good working conditions, provide livelihood to home based women and provide cash assistance for artisans' children to go to school and enjoy recreation. Many of the Pushpanjali artisans are given opportunity to start their own business and become entrepreneurs. We started as a family business, but now we have gone for an ownership system in which producers are shareholders.

f me rship
assure you that this national platform air and just is also the mandate of our

I also got a wonderful opportunity to be part of the Executive Council of FTF-I. I can assure you that this national platform has the potential to be the united voice of grassroot producers all over India. Being fair and just is also the mandate of our Government and the country as a whole. Fair Trade is the exact solution the Government is looking for bringing peace, justice and eradicating poverty from India. I hope that with the support of the Government, corporates and other civil society organizations, FTF-I will be able to spread the voice of Fair Trade across India and promote sustainable consumption & production. The consumers can also be an agent for change. We have to mobilise consumers and the producers alike to think about each other. The result will be -best products at best prices, a Fair Deal for both.

What people have to say about Fair Trade...

"It has been and still is a real pleasure working with Fair Trade organizations in India over the last twenty years or so. They have shown a real willingness to meet the demands of our customers, keep in touch with trends and ship orders on time and it is for these reasons and the friendship and hospitality that they have shown, that we buy so much from them. I am sure this will continue and we wish the very best to Fair Trade Forum – India and especially the members we buy from."

Jeremy Piercy, MD Shared Earth

"When GEPA started working in India we found partners who had immense vision. In Tea we found Mr Mohan and in Handicrafts we found many inspiring organizations led by visionary individuals. Fair Trade is not simply about buying and selling goods; it is about buying and selling goods with the aim of changing something. Our friends in India have always pursued this aim and just as we have sought to inform our customers about the importance of their choices, so our partners have worked with their grass root producers to help them develop their choices. We have always felt great balance in our endeavours. We have benefited enormously as a company from slowly coming to understand the great depths and qualities of India's many cultures."

Robin Roth, GEPA - The Fair Trade Company, Germany

"(...) FT origins were based on social inclusion and development and over time has expanded to also include environmental awareness too – this is also an area where additional focus should be directed to ensure the movement is able to satisfy customer demand.

An obvious sector for growth potential not yet fully exploited would be with the rise of the ethical consumer and middle classes in Asia itself!"

Lee Mann, International Gifts & Accessories - Community Fair Trade -The Body Shop International PLC

"Trade Aid has had a long and close relationship with Fair Trade organizations in India and we currently trade with 15 producer organizations purchasing both handcraft and food products. The products we buy are of high quality and are priced well to meet the market. It is no coincidence that our four best selling handcraft suppliers are all from India."

Geoff White, Chief Executive Officer, Trade Aid Importers Ltd

"Congratulations on the momentous occasion of this esteemed organization' s 15th anniversary. While the longevity of Fair Trade Forum India is to be celebrated, what is more impressive are the results that your work has brought to each individual, family and community that you have touched.

At Ten Thousand Villages, we feel privileged to work with your members. The progress that you have made is exceptional and your leadership of the global Fair Trade community is inspiring."

Kathleen Campbell, Purchasing Director Ten Thousand Villages

"I would like to congratulate Fair Trade Forum India on its 15th Anniversary. Traidcraft and Fair Trade Forum India have journeyed together along the Fair Trade path for all this time. FTF-I has grown immensely as new members join as Fair Trade partners. Its influence and contribution to the Indian, regional and global Fair Trade movement has also grown and the Fair Trade world continues to look upon India to be Change Leaders using Fair Trade to enable scores of poor people to trade themselves out of poverty. Traidcraft has learned a lot from its association with Fair Trade Forum India and look forward to continued association in the future. We wish you continued success in the future."

Maveen Pereira, Head of South Asia Programs, Traidcraft Exchange UK

"My association with Fair Trade dates back to the early 90s when I worked with Oxfam Bridge. However it is an idea that has resonated ever since. To be satisfied that the source of your purchase is not a result of exploitation of a worker, producer or artisan is deeply satisfying. To be able to contribute to a fair wage for work is a privilege, thanks to the Fair Trade movement and to know that the profits will be ploughed back to development of the community is indeed gratifying. Thanks to FTF-I and its work."

Amita Joseph, Business Community Foundation, Delhi

"Fair Trade Forum in India has been a pioneer in leading the market-based approach to sustainable production as well as consumption, enabling a large number of small artisans and craftsperson to benefit from responsible linkages to market value chains. I have had the pleasure of working with its founder leader as well as its current leadership in multiple capacities. Personally, it is my privilege to continue to remain associated with this national- and global- movement as it turns new chapters in Fair Trade history. I congratulate them at successfully completing 15 years of their journey."

Dr. Samar Verma, Senior Program Specialist

"Fair Trade Group Nepal (FTGN) is very delighted to partner with Fair Trade Forum India (FTF-I) in Fredskorpset South-South Exchange Program and EU Fair Trade Organic Cotton Supply Chain Development Project. Under FK Exchange program, staff from FTG Nepal member organizations had opportunities to visit India and staff from FTF-I member organizations visited Nepal and learned and experienced from each other in areas of marketing, advocacy, retail outlet coordination, glass technology and knitting. Whereas under Fair Trade organic cotton project we had joint activities and exchange program on Training of trainees, identification of appropriate and credible SME's to develop and establish a sustainable cotton supply chain. These joint projects had not only strengthened the relationship between two Fair Trade country Networks, but also helped a lot in capacity building of its member organizations and Fair Trade policy and advocacy in both the countries. We look forward to work together in such joint projects in the future as well. We wish all the success for Fair Trade Forum India in the days to come. Fair Trade Group Nepal will be there to put hand in hand with FTF-I towards the promotion of Fair Trade."

Chandra Prasad Kachhipati, Chairperson, Fair Trade Group Nepal

"Congratulations to Fair Trade Forum India for working to achieve trade justice and support Fair Trade in India. The enormous tasks of addressing the inequalities of trade while supporting the propoor business model has made progress due to the tireless support of Fair Trade Forum India. This has been achieved by supporting the Fair Trade groups many of whom are members of the World Fair Trade Organization in their trade activities and working on advocacy and lobbying to gain greater visibility for Fair Trade. Although Fair Trade is growing there is still much to be done and we look forward to close collaboration with WFTO-Asia in the future."

Christine Gent, Director, WFTO-Asia

"Unequal distribution of resources at the macro and micro level seems to be the sole cause of the misery and poverty that we see in the world today. Having worked in the field of Fair Trade for the past 20 years I feel Fair Trade, if adopted globally by everyone, can be the answer to this growing inequality in the society that we live in. Long live Fair Trade movements around the world".

Johny Joseph, Director - WFTO, the Netherlands

"(···)I am happy that the initial spade work and tireless efforts of the founding fathers could bring-in desired results. Good opportunity and a platform for sustainable livelihood for members is being built, for them to be part of 'made in dignity' efforts and better marketing opportunities for thousands of artisans and farmers through over 120 members from most of the states is becoming a reality, now. Let us rededicate to be a team and perform as a "TEAM as – 'Together Everyone Achieves More."

Dr. K. Panchaksharam, Founder President, Fair Trade Forum - India

"I loved working at FTF-I during my 5-month-internship! The team was very friendly, caring and usually in good mood, what made a great working atmosphere. I found capable people committed to work hard for a more sustainable and fair future of this planet - how wouldn't I have loved this? As an economist coming from Germany, I wanted to see how Fair Trade worked in the "producer countries. Especially thanks to more than ten producers whom I visited, Im more than ever convinced, that Fair Trade is a worthwhile way of economic activity. What made me happy is, that FTF-I also seeks to sell the goods in India, not only exporting to western countries. This will keep the value in the country - go on, guys!"

Maren Weber, Economist

"My time with Fair Trade Forum-India in New Delhi was a very unique experience for me. During my studies Mr. Mallikarjuna gave me the opportunity to do my internship with Fair Trade in India. Coming from Germany I already knew about Fair Trade products and the concept behind it. In India I learned so much more about the basic principals of Fair Trade and was even able to meet the artisans, farmers and producers to see the benefits and the impact of the implemented measures. I really enjoyed my time with Fair Trade Forum-India. Being part of a team full of passionate people and following the aim to promote sustainable consumption in India was amazing. It also inspired me to study Global Change Management in my masters with the aim to work for and contribute to sustainable development.

Besides all that I met so many warm-hearted and friendly people in India and felt really welcomed at Fair Trade Forum-India. I loved the Indian food and was even able to travel through the country and experience the colourful and diverse culture of India. Of course, I also had to overcome some difficulties, cultural differences and language barriers. But all these ups and downs made my trip to India so special and really strengthened my personality. I will always remember my time in India and I am really grateful that I had the opportunity to stay for such a long time. Thanks to FTF-I and special thanks to Mr. Mallikarjuna who was a very understanding and wise supervisor and Mr. Yadav who welcomed me into his family and gave me a feeling of home. Thank you so much."

Stephan Waldorf, Intern, FTF-I

"(...) Fair Trade organizations have to be able to keep their role of pioneers of an alternative economy while opening road to lack newcomers. In India, I said before, I trust great possibilities could be explored, but it will be important to find or strengthen alliances within Indian Civil society (ex. with Organic Movement) to have a louder voice.

I believe FTF-I can reach better to the consumers by connecting it with a Fair lifestyle and with what's happening around the globe. This, together with improvement in distribution, communication, guarantee and alliances, is a key factor."

Mr. Vittorio Leproux, Project Manager, Fair Trade and International Development Expert

"I try to spread the message of Fair Trade in my community by encouraging community members to purchase products and gifts that are Fairly Traded. I have received encouraging responses in my community. I have suggested and have escorted members from my community, which includes friends, relatives and neighbours to the Sasha shop. Since their first visit, they have become regular to the shop.

I think Sasha shop can promote the concept of Fair Trade better in the domestic market by telling stories that help consumers to connect and are more relevant in daily lives.

I wish to be more pro active in using Fairly Traded products. I would also like to encourage people around me to do the same and I will aspire to achieve this by informing people about the benefit of it. I would like to see how effectively Fair Trade can be made popular as a mass movement."

Mr. Arghya Ghosh, Professional Designer from Kolkata, Fair Trade Consumer

"(...) Fair Trade is an important tool in ensuring a sustainable future for the development of small and emerging producers in India. We need to identify these new and developing markets to protect the future of our traditional arts and crafts in India. My journey with The Ants and The Fair Trade movement in India has been a very pleasant and memorable experience. I have learnt much and have made lifelong friends through both organizations. I feel I have better knowledge about Fair Trade and how it impacts on the lives of the people it touches. I intend to continue to help spread the word about the work both The Ants and FTF-I are doing through educating the public both in India and overseas."

Mr. Neil Bryan, Retd. Naval Officer and Fair Trade volunteer with The Ants Craft Trust, Bangalore



is proud to be country network of WFTO Asia and WFTO



The World Fair Trade Organization (WFTO) believes that trade must benefit the most vulnerable and deliver sustainable livelihoods by developing opportunities especially for small and disadvantaged producers. Recurring global economic crises and persistent poverty in many countries confirm the demand for a fair and sustainable economy locally and globally. Fair Trade is our response.

359 46 79 members individual countries associates

WFTO-Asia is a network of dedicated Fair Trade Organizations. It's vision is "Enabling dedicated Fair Trade Organizations in Asia to deliver Fair Trade and to seek greater equity in international trade"

It seeks to be and/or encourage

1. Credible

2. Voice

3. Market Access

4. Network



102 10 17
members guaranteed countries
members

The WFTO created the WFTO Guarantee System (GS), a revolutionary Fair Trade system that is credible, clear and affordable. The primary goal of the GS is to improve Fair Trade practices in the supply chain. It is an accountability and development tool for organizations. Carrying out all the components allows WFTO members to be more competitive and responsive to evolving markets thereby creating the potential for increased sales.

Special Edition

Fair Trade Forum India (FTF-I) celebrates its 15 years of existence, transforming lives, generating change and giving hope to more than 2,50,000 producers across India. This segment portrays the highlights of 15 years journey of FTF-I and its members. The section tries to capture the genesis of FTF-I since its inception, the people who have been instrumental to build this network and the achievements and challenges which the network has faced and how it has overcome to be in its present shape.

"We are here for experience and experience is a preparation to know the Truth when we meet it."

- Henry Ford





15 years of Fair Trade in India



Fair Trade Forum - India (FTF-I) is the national network of Fair Trade in India, working with producer organizations who enable more than 2,50,000 grassroots level Fair Trade producers including artisans & farmers to improve their businesses through greater engagement with Fair Trade. A majority of them are from the rural areas. FTF-I represents the WFTO (World Fair Trade Organization), the global network for Fair Trade, in India and WFTO-Asia. FTF-I promotes sustainable consumption from Fairly traded products and services and also does policy advocacy, Fair Trade India Brand promotion lays special emphasis on developing and strengthening domestic

market for Fair Trade in India. FTF-I provides networking, membership certification and capacity building, brand building and market access.

In India, the Fair Trade movement is now gaining momentum at consumer level, as a tool to realise sustainable consumption, which helps consumers to give due consideration to the developmental needs of the marginalized, while making purchasing decisions. For marginalized producers- artisans & farmers, it is an opportunity to earn dignified income and attain overall development.

At present FTF-I has over 120 members, which includes organizations and individuals. More than 5000 producers groups are working with the FTF-I's member organizations.



Capacity Building



Market Access



Retail Branding



Fair Trade Supply Chain



Fighting Child Labour



Promoting Sustainable Consumption & Production



Women Empowerment & Gender Equity



Fair Trade Policy & Advocacy



Fair Trade Promotion & Awareness



Sustainability



Networks



OUR VISION

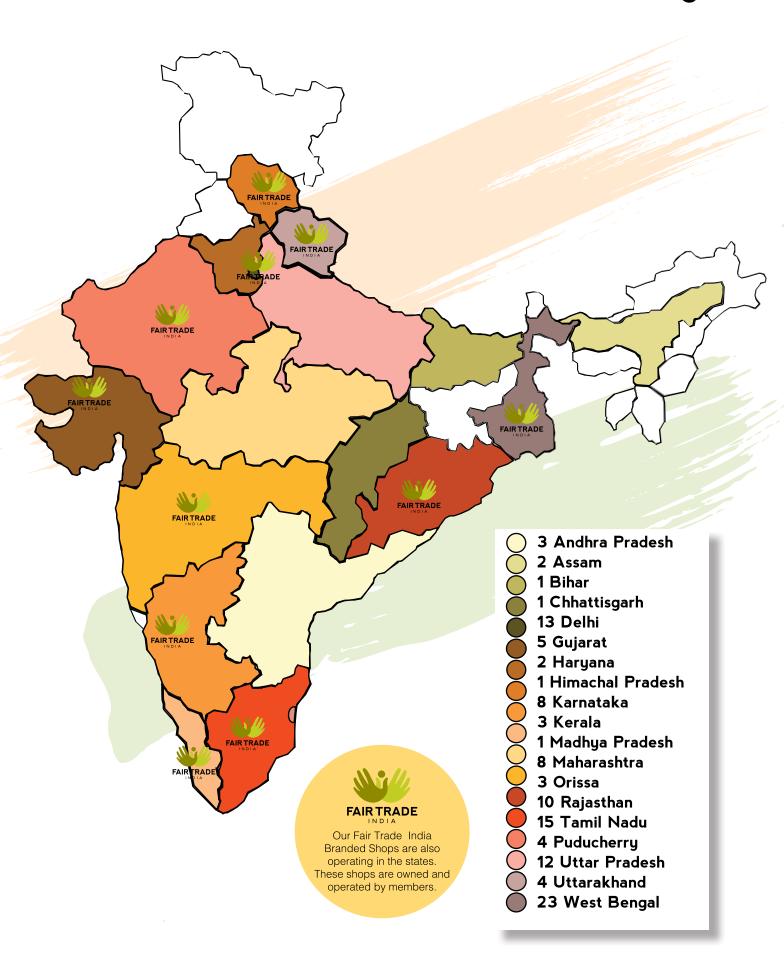
FTF-I envisions to facilitate empowerment and sustainability of the grassroots artisans and crafts persons through fairness and transparency in trade, alleviating poverty, ignorance and unemployment in India and ushering in human development and social change by advocating and promoting Fair Trade with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

OUR MISSION

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



FTF-I Members across the country



The Fair Trade Network

Fair Trade Forum-India is a network of NGO's / Trusts / Cooperatives / Companies and Individuals as members who share vision, values and the objectives of Fair Trade Forum-India. This helps in strengthening the Fair Trade movement for better impact and mutual benefit for both the producers and the consumers.

Members (Organizations) are mostly engaged in production and marketing activities. Most of these are engaged in crafts/textiles and/or agro-based products. Some members provide services like Fair Tourism.

The members are selected on the basis of a rigorous Entry Audit System to capture the intent of the organization by observing the level of the applicant organization with regard to the existing level of Fair Trade Practices and their commitment for implementing Fair Trade in their working in the long run.

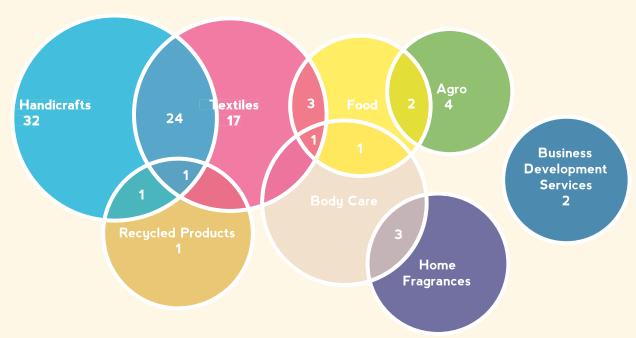
Members growth

We started with 12 members in the year 2000 and we are currently counting with more than 120 members all across India.



Product Categories of FTF-I Members

Our members work hard towards product development and constant upgrading, that is why we can count with the following product categories:



Fair Trade Products

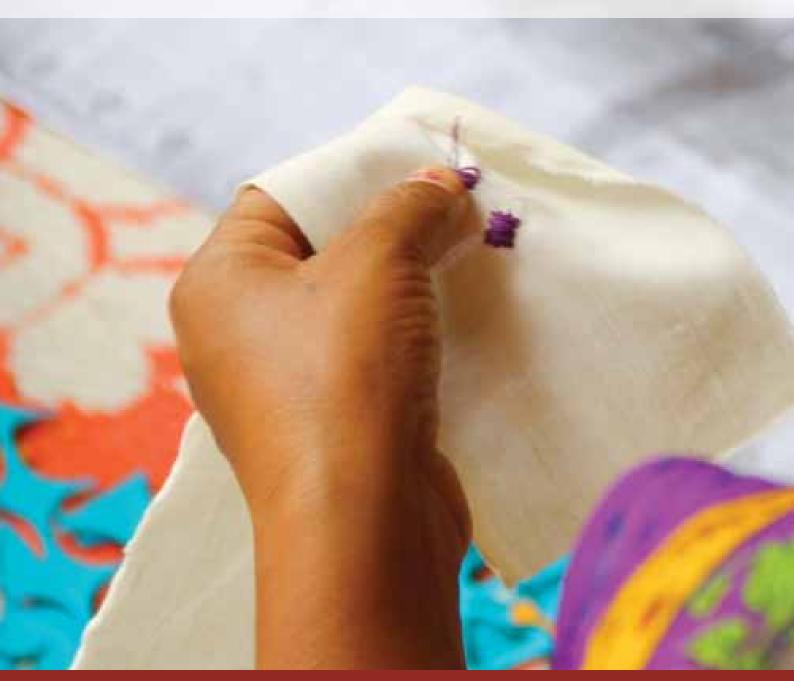


Handicrafts - Textiles - Recycled Products - Body Care - Food - Agro Home Fragances - Business Development Services

For further details about products, visit fairtradeforum.org

Programs

This section gives a snapshot of various projects done and the impact created by Fair Trade Forum-India in the last 15 years for the benefit of its members and for promotion and awareness of Fair Trade in India. Projects were done in the areas of Skill Development, Training and Education, Fair Trade Brand Building and Promotion, Business Development Services and Fair Trade Credibility & Certification. The projects were largely funded by foreign donors and Indian Government.





Initiatives undertaken by FTF-I

Skill Development, Training & Education

Design & Technical Development Workshop Funder: COHANDS Duration: 2003-2004



Fight
against Child
Labour in HomeBased Craft Sector in
India
Funder: European Union

Funder: European Union
Duration: 2012-2015
Main Objective: To ensure
the rights and development
of children working in the
home-based crafts
sector in India.

EU India Sharing Handicrafts Artisans Resource Exchange (EU India SHARE)

Funder: European Union
Duration: 2005-2008
Main Objective: Equipping FTF-I
members with trainings and
workshops on quality, design,
packaging, CSR, trends
and legislations in EU
markets.



FK Training on Skill
Development

Funder: FK, Norway **Duration:** 2011-2012 / 2012-2013 (5th Phase)

Main Objective:
Establishing and Enhancing
a Sustainable South –
South Fair Trade
Partnership.

Fair Trade Plus

Funder: HIVOS, The
Netherlands
Duration: 2007-2009
Main Objective: To develop
a cadre of Indian trainers who
are equipped with the skills and
knowledge to train and develop
small-scale Indian producers
who are involved in the Fair
Trade movement.

TRADING
OUR WAY UP: Case
studies on Collective
Forms of Organising for
Market Access
Funder: WIEGO, USA

Duration: 2009-2011 **Main Objective:** To promote gender equality and empower women.

The project aims at improving the visibility, voice and viability for women in the informal economy.

OUTCOMES

57 Members

165 Producer Groups
benefited

6348 Families

15960 Children

reached

774 Children

mainstreamed into formal school

Developed a replicapable Sustainable Model for eradicating Child labour in India

Developed 9 Fair Trade trainers & Fair Trade Tool-kit

Increased networking between Indian Fair Trade intermediary organizations and their EU counterparts
Established World's first entry audit system developed integrated with WFTO system and successfully
implemented.

FT Brand Building & Promotion

Strengthening
Fair Trade
initiatives &
World Fair Trade
Celebrations
Funder: OXFAM GB
Duration: 2003-2004

Strengthening
Fair Trade initiatives
& Networking towards
Economic Empowerment &
Social Concerns
Funder: HIVOS
Duration: 2003-2008
Main Objective: To evaluate
the impact of FTF-I programs
and strengthening Fair Trade
initiatives in India.

Promoting Fair Trade Movement in India Funder: OXFAM GB Duration: 2004-2006





Strengthening
Grassroots
Initiatives for
Sustainable
Development through
Fair Trade
Funder: HIVOS
Duration: 20082009



PRO-SUSTAIN

Funder: European Union
Duration: 2010-2013
Main Objective: 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.

OUTCOMES

58 Members benefited

40000 Students

Creation of Fair Trade India brand & Fair Trade School program

Organised 'Re-Fashion'- design competition

Shop for Change Fair Trade Certification

Corporate Gifting program - 'GiFT'

Establishment of Fair Trade Resource Centre

Business Development Services

Fair Connect

Funder: HIVOS, The Netherlands **Duration:** 2009-2012 **Main Objective:** To strengthen the Fair Trade network in India and to build up a domestic Fair Trade Market.

Fair Trade Supply Chain Development in India & Nepal

Funder: European Union **Duration: 2010-2013** Main Objective: To contribute to sustainable development through Fair Trade interventions in the cotton sector in India and Nepal.

Action Research on "Empowerment of Fair **Trade Producer Groups as** Good

Neighbour Initiatives"

Funder: IDRC, Canada **Duration: 2011-2012** Main Objective: To build and strengthen the capacity of FTF-I to replicate its outreach programs towards Fair Trade practices in Delhi/NCR.







Fair Support-Strengthening Craft **Based Enterprises In India Through Fair Trade Business Development Services**

Funder: Ford Foundation **Duration:** 2011-2015 Main Objective: To develop an enabling service platform for the Fair Trade craft producing & marketing organizations in India that can enhance their capabilities, sustainability and growth.

OUTCOMES

29 Members benefited

10-25% Increase +60 Educational Institutions sales in domestic market for FTO's

supported Fair Trade

benefited

10000 Artisans 406 Producer Groups benefited

1192 Farmers trained

Increased sustainable income

Livelihood Improvement

Availability of Organic Products to the market

FT Credibility & Certification



Sustainable **Fair Trade Management System** (SFTMS)

Funder: WFTO Asia **Duration:** 2008-2010 Main Objective: To develop a comprehensive Fair Trade certification system called Sustainable Fair Trade Management System (SFTMS) and a Membership Entry Audit system.

FAIR TRADE FORUM INDIA

First of its kind Umbrella Retail Brand



The Fair Trade India brand was launched by FTF-I in the year 2010, under the Pro Sustain project, supported by European Commission, to reach the domestic market with Fair Trade products and for Fair Trade awareness and promotion in India. The brand was developed to establish a significant presence of Fair Trade in the market that will attract a wider market for Fair Trade products. The brand Fair Trade India also provides a common identity to shops owned and operated by various Fair Trade organizations in India. It is the commercial face of FTF-I under which the FTF-I member organizations are allowed to sell Fair Trade products to end customers, retail chains, corporate and institutions.

FAIR TRADE

"Fair Trade" is a concept that has been around for several years now, but it has quickly picked up in the last ones. Along with the Fashion Revolution that has raised the voice of those working in the worst conditions, the part of conscious consumers that deliberately

wants to support organizations that are doing good to society has turn into Fair Trade buyers. The Nielsen Global Survey on Corporate Social Responsibility polled 30,000 consumers in 60 countries to understand: how passionate consumers are about sustainable practices when it comes to purchase considerations; which consumer segments are most supportive of ecological or other socially responsible efforts; and which social issues/causes are attracting the most concern.

According to the results, consumers around the world are saying loud and clear that a brand's social purpose is among the factors that influence purchase decisions. Millennials (age 21-34) appear more responsive to sustainability actions. Among global respondents in Nielsen's survey who are responsive to sustainability actions, half are Millennials; they represent 51 percent of those who will pay extra for sustainable products and 51 percent of those who check the packaging for sustainable labeling.

What Fair Trade brand is reflecting is a movement of several organizations, producers, artisans and activists that are willing to and working for making a positive impact on society through the commercialization of different products. The aim of Fair Trade is to deliver a better standard of living to farmers and workers in the developing world with the objective of alleviating poverty.

When organizations are certified under Fair Trade, they are automatically informing their customers that their products have a story behind. It's saying that choosing their brand is contributing towards poverty alleviation. It's encouraging them to make a decision that would benefits others. It's a guarantee.

However, domestic market still needs to be addressed in a more exhaustive way since there are still challenges faced by Fair Trade companies when trying to sell their products inside the country. Within the main challenges, we can find less attention on scientific marketing, unaffordable fees of market sourcing events, higher fees of successful professional designers, less quality of service and logistics and high competition between similar types of products.

A research conducted by FTF-I has demonstrated that handicrafts are the most sold item within the Fair Trade market. Customer's main driver of purchase is not the fact that products are Fair Trade certified, but they are chosen mainly because of the colours and themes. They prefer to buy in exhibitions and fairs and they are willing to pay extra for handicraft products.

With the aim of concentrating efforts under the same umbrella brand Fair Trade shops have been opened (see images below). The advantage of marketing products through Fair Trade shops is that customers are already aware that these shops are somewhat different from other shops. They get curious and want to visit. And these shops already have the required materials and plans to promote Fair Trade. Some of them have advantage of good location whereas others don't. Irrespective of that, following steps would help to improve the sales to a large extent.

















To enhance the visibility of Fair Trade India brand FTF-I initiated several promotional activities such as

- · Brand merchandise: T shirts, caps, carry bags, badges and mugs were developed and distributed to the members of FTF-I network, especially the shops to use extensively in consumer outreach initiatives. The merchandise/promotional material developed under the project was given to the Fair Trade India shops for promoting it through their various shop events and sale. Other 60 members who are also into retailing were given the merchandise for promoting the Fair Trade India brand through exhibitions, fairs and retail sale.
- · Use of Fair Trade India bags in marketing events and other Fair Trade promotion programs.
- · Developed partnership with Indian Retail School to guide FTF-I on brand development
- · Developed IEC materials such as posters, book marks, standees and signage to promote 'Fair Trade India' brand
- · Workshop for shop managers of Fair Trade India branded shops and the potential shops covering subjects such as 'customer service & retail selling skills', 'store operations (store profitability/key performance indicators)', 'team building/goal setting)', 'visual merchandising and 'in store operations.'
- · FTF-I has facilitation of product range expansion and mutual partnership with FTF-I members for product procurement. Special fairs were organised in Fair Trade India shops during festive seasons with extended product range sourced from various Fair Trade organizations.





Top Selling Fair Trade Products at Fair Trade India branded shops:









Furniture

Quilts

Photo Frames

Toys



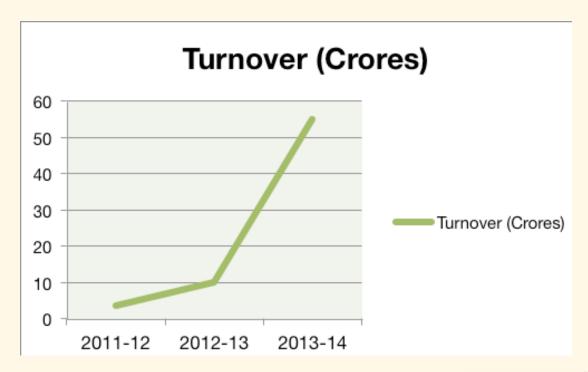




Walnuts

Woollens Appliqué & Patchwork

Members have experienced an increase in the turnover after branding their retail shops under the Fair Trade India brand.



In order to promote the brand and for its greater visibility & authenticity FTF-I last year decided to charge an 'Annual User Fee' of Rs. 3000 on the use of the Fair Trade India brand logo with effect from 1st April 2014. A Mou is required to be signed between

FTF-I and the member (applicant) in agreement of the term and conditions of the usage of Logo. This logo can be used by the members for all commercial (marketing) and promotional activities like exhibitions, fairs, Fair Trade marketing initiatives. Using this logo as 'product label' is strictly prohibited.

For the benefit of the members, FTF-I also published a Guidelines Document and User Manual for using the Fair Trade India logo correctly in all external and internal communications.



The credit of the genesis of Fair Trade INDIA brand as a concept and usage goes to several people, especially the efforts of Ms. Neelu Bhullar and Prof. Ashok Kapoor from the prestigious Management Development Institute (MDI), Gurgaon. We are also indebted to Prof. N. C. B. Nath, eminent Prof Emeritus of IIM, Bangalore, popularly known as a Management Guru who spent considerable time in identifying the purpose and validity of the approach. Advertising Guru- Mr. Bobby Sista's contribution in finalizing the umbrella retail brand concept. Special appreciation to Via Media's Creative Team in designing the Fair Trade INDIA logo and its collaterals. We would also like to acknowledge the commitment of Mr. Mallikarjuna lytha, Roopa Mehta and Mathew John for their persistent efforts to create this brand. On a later date- Johny Joseph and Pradeep Krishnappa for assisting in brand building and promotion. Last but not the least, we are also grateful for the consistent support of the Executive Council of FTF-I for their support and encouragement always.

DELHI & NCR

Kala Aparajita

B 40, Qutab Institutional Area, New Delhi -110016

Indha

016 Sushant Towers, Sector 56, Gurgaon -122011

MESH

No. 5, Local Shopping Centre, Uday Park, New Delhi - 110049

GUJARAT

Dharohar-Art Craft and Heritage of India (2)

62, Vishwas Colony, Behind Trisha Gallery, Next to Punit's Gallery, Alkapuri, Vadodra - 390007

2nd Floor Central Bus Terminus, Vadodara-390002

HIMACHAL PRADESH

Eternal Creation

Shop 4, Temple Road, Macleod Ganj, Dharamsala- 176219

KARNATAKA

The Ants Store & Cafe

1st Cross, 2286, 14th A Main Road, HAL II Stage, Indiranagar, Bangalore -560008

Sabala

Sabala Campus, NH-13, Near Ganesh Nagar, Next yo New Shodha Toyota Showroom, Vijayapur-586101

KERALA

Prerana Handicrafts

Prerana Lifestyle, 2nd Floor, City Centre, Thrissur-680651

MAHARASHTRA

Creative Handicrafts (3)

Near New Maruti School, D.P.Road (Road No.11), MIDC, Off Mahakali Caves Road, Andheri (E), Mumbai-400093

Shop No. 1, Bandra Homeland Society, Hill Road Bandra West, Mumbai-400050

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

Karigar (3)

Growel Mall, Akurli Road, Kandivalli (E) Mumbai - 400101

Inorbit Mall, Opp CTR Factory, Wadgaon Shrei, Pune Nagar Road, Pune - 411014

Shop No. 20, 1st Floor, Parle Square Mall, Vile Parle East, Mumbai - 400057

ORISSA

Orupa (2)

Shop No 02 A, Krishna Tower, Nayapalli, Bhubaneswar - 751012

Shop No LN6, Ekamra Haat, IDCO Exhibition Ground, Bhubaneswar - 751022

RAJASTHAN

Indune Lifestyle

H-137, Udhyog Nagar, RIICO Industrial Area, Sukher, Udaipur - 313004

Nav Srijan

Near Amber Fort, Amber City, Jaipur - 302028

Sadhna (2)

Old Fatehpura, Udaipur - 313004

Jagdish Temple Road, Kasron Ki Ole, Udaipur - 313001

TAMIL NADU

Green Shop (4)

Sargan Villa, Club Road, Opp Hill Bunk (Petrol Pump), Ooty - 643101

Jograj Buildings, Bedford Circle Coonoor - 643101

Johnstone Square (Kamraj Square), Kotagiri - 643217

UTTARAKHAND

Kilmora (3)

Sitla, Mukteshwar area, Nainital District - 263132

Sargakhet, opposite the Chirag Hospital, Nainital District - 263132

Kainchi Dham, Near Kainchi Temple, Bhowali, Almora Road, Nainital - 263132

Purkal Stree Shakti

Purkal Village, P.O. Bhagwantpur, Dehradun - 248009

Umang

Village-Nani, P.O. Kalika, Almora-263645

WEST BENGAL

Sasha

27 Mirza Ghalib Street, Kolkata-700016





Acknowledgments - Partners, Funders & Associates



Fair Trade Forum-India has been working to establish and maintain effective partnerships and networks by mobilizing and collaborating with the government and various national and international organizations, at relevant levels to create an effective impact of Fair Trade.

We want to acknowledge OUR VARIOUS FUNDERS & PARTNERS for a fruitful association all these years...













FORMAPER





















































































Bankers name: Central Bank of India Statutory Auditor: S. R. Agarwalla & Co.

Fair Trade Practices

This section captures the best practices of Fair Trade Organizations (FTO's) in India for effective and efficient functioning and holistic development of the producer communities. Apart from economic empowerment of the producers, the FTO's work for overall development and progress of the producers and the community as a whole. The various areas of intervention are in education, rescue and rehabilitation, communication, environment sustainability, financial management, market access and infrastructure. FTO's believe in doing the extra bit of hand holding and going beyond economic independence of producers.





Initiatives undertaken by Fair Trade Members

Creating Opportunities for Economically Disadvantaged Producers

Socioeconomic Rehabilitation of Persons with Disability (PWD) by Silence

Persons with disabilities (PWD's) constitute a significant percentage of the population of India. They face many challenges when looking to develop employable skills and in gaining meaningful employment. For overall development of PWDs, GOI launched The National Action

Plan (NAP), which seeks to provide a synergistic framework for people insurance, profit sharing and certification of disability to qualify for free

with disability, for improving vocational training and employment opportunities for them with the eventual goal of providing them with livelihoods and independence. A Fair Trade organization -Silence, based in Kolkata has been working since the 1970's to be with voice of the silent. In Silence, >82% of the employees are Persons with Disability (PWD). Silence provides training to the artisans in different skills and help them earn their living. After completing Silence's training courses, artisans are encouraged to move into commercial housing so that new artisans can be trained. Artisan benefits include a retirement fund, health and personal accident

bus transit and reduced government taxation.

Transforming the community by Godavari Delta Women Lace Cooperative Society

Indian heritage has been a conglomeration of numerous skills and crafts that have been followed for generations across the length and breadth of the country. Though most of these find their humble origins in the remote villages of India, these artistic skills are slowly finding their way into the economic mainstream and commercial marketing. But, by and large, these crafts have remained as home-based vocations and as such have not gained the attention and popularity they deserve. One such little known handicraft is the crochet lace making. Narasapur is a tiny township in the West Godavari district of Andhra Pradesh, sitting pretty on the right bank of Godavari, the lifeline for the large tracts of fertile lands. The womenfolk of the farming community began to use their leisure time to create wonderful artefacts from colourful lace. The tradition which began roughly 150 years ago spread amongst the households. GDWLACCIS functioned as a unit for income generation through lace products. The founders established and continued this project by giving meaning to the lives of the Artisans who produce different items and varieties of laces. However, the experience revealed that there were middlemen

involved in taking advantage of the women lace makers by making plenty of money for themselves, rather than the needy women getting any profit. Along with the global recession and downfall of economy, the women artisans lost their income generation and became victims of social evil by way of flesh-trade. This led to HIV/AIDS and other sexually transmitted diseases. This society is involved in service oriented programs' such as helping HIV/ AIDS effected people providing them the essential such as rice, clothes, nutritious food. Their children education, uniforms, providing books, school fees, eye check up for the artisans and providing the eye glasses etc.



Organic Bazaar by Institute of Integrated Rural Development

Organic food, fancied by the health-conscious metropolitan elite, is finding customers in smaller towns ranging from Aurangabad to Shantiniketan and Kanyakumari. Many farmers are selling organic vegetables in small towns at a relatively small premium over the chemical-laden vegetables and are making money by bypassing middlemen. In Aurangabad, dozens of farmers set up stalls for organic vegetables every Sunday for their regular buyers - not the expat in a Mercedes, but the local postman should be able to afford it," says Joy Daniel, who helps farmer set up their stalls in Aurangabad and is the director of the Institute for Integrated Rural Development (IIRD).

Farmers actively participate in three such weekly markets across the Marathwada and Vidarbha regions. IIRD opens a weekly organic bazaar every Friday. The farmers registered at IIRD can sell their organic products in conventional wholesale market but without organic logo. This creates a gap between farmers producing organic products and consumers wanting to buy only organic products. This is where IIRD intervenes by the introducing and maintaining organic bazaar in Aurangabad. IIRD has an approximately 3000 - consumer mailing list and every week approximately 150 consumers visit the weekly organic bazaar, according to the IIRD. According to a 2012 study done on IIRD's organic bazaars, the prices of the fresh fruits and vegetables sold in the weekly organic bazaar are approximately 10% higher than those sold in conventional markets. However, people in Aurangabad are willing to pay a 30% price premium for pesticide-free organic foods. The demographic variables, such as educational attainment, cost of organic products, number of visits to weekly organic bazaar and economic recession affect the development of domestic organic markets and peoples purchasing behaviour regarding organic foods in India.

Women Economic Empowerment & Freedom of Association

Chaitanya Mahila Co-operative Bank Ltd by Sabala Handicrafts

Women in India disproportionately face financial access barriers that prevent them from participating in the economy and from improving their lives. Whereas GOI launched Bharatiya Mahila Bank Ltd, the banking industry for women in 2013, in the tribal lands of Bijapur, Karnataka this initiative had already taken roots in the 1990's by a Fair Trade organization- Sabala Handicrafts. Chaitanya Mahila Co-operative Bank Ltd, a RBI licensed bank, started in 1995 operates through a head office and 2 branches. Assessing the needs of the community, Ms. Mallamma Yalawar, Founder of Sabala, established this bank to create a parallel financial system for the Lambani women. It has 8,500 women members, 18,000 women beneficiaries. The interest rates are 14% on loan, 10.5% on deposits. This women's bank has an annual turnover of 120 crores, 2 crores share capital; 2.87 crores own funds, 45 crores working capital. Over 3000 women have the assets transferred in their names to avail loans, otherwise women were not entitled to have property in their names. The bank has also created a platform for 2400 women entrepreneurs. It also has death relief funds for women and supports education of the girl children of the women members. The bank plans to add 10 branches by 2020 in surrounding towns to help more women avail the benefits of banking. The bank's target is to increase the own funds to 4 crores by 2020.

Financial Assistance Support by TARA Projects India Ltd.

A vast part of the informal economy and unregistered enterprises has not been able to reach out to meet its financial requirements. Providing access to institutional finance to such micro, small business units, enterprises not only helps improving the quality of life of these entrepreneurs, but also turns them into strong instruments of GDP growth and employment generation. One such initiative called MUDRA bank was launched recently in June 2015 by GOI for "funding the unfunded." TARA Projects, one of the top Fair Trade organization in India, has been working to provide Financial Assistance in Delhi / NCR. TARA has provided the ethical finance support to more than 700 beneficiaries till date. TARA believes that the lack of inadequate income is at the heart of poverty. To address this problem, a number of Self Help Groups are organized in its working areas. The beneficiaries provided support, comes from the poor

economic strata. With the credit support received most of the beneficiaries started the micro business like, small confectionery shop, vegetable kiosk, shoe selling on the streets, bangle/cosmetics shops, tailoring and goat rearing. The Financial Assistance support helped the beneficiaries to earn their livelihood in dignified way. The beneficiaries are able to earn a monthly income varying from Rs. 8000- Rs. 10, 000 per month. The interest is just 1 % on the loan value. TARA has invested around 1.5 crore rupees in this project. The members are encouraged to save money regularly and are motivated to initiate their livelihood generation programs. The selected members are also supported through micro credit program.

Sustainability through improved financial capability by Sasha Association for Craft Producers

Sarba Shanti Ayog (SSA) – the development organization of Sasha, a pioneering Fair Trade organization in India, has partnered with various institutions for last three decades in market development and enterprise building of MSE's in the informal craft sector in the East. It facilitates financial education, inclusion and asset building at individual household level as well by way of group savings and linkages to life & health insurance. Topics covered are- Importance of Financial security, Personal finance management principles and Linkages with Banks, Insurances & Post Offices- no frill accounts, savings etc. Programs have been organized in 6 districts of West Bengal where 80% of the participants were women, and 90% of them belong to economically disadvantaged sectors. More than 20,000 artisans became aware about the importance of Financial Literacy. SSA also faced challenges in terms of other private Insurance agencies influence & misguide the rural people & their rate of interest is higher than government insurance agencies. The rural artisans are very much attracted towards the lucrative false offer of such agencies. More than 500 artisans involved in active group savings within their enterprises & Sasha provides one time matching amount (maximum Rs 25, 000/-) to the artisans for group savings. The artisans

of 13 producer groups have already received their matching amount after successfully launching and sustaining their operations. More than 300 artisans started LIC Micro Insurance which have been renewed each year for the last 4 years. Sasha also provides Rs 300/- to every woman artisan for LIC Micro insurance. The financial education program leading to inclusion & asset building at individual household level through the community based enterprises is also monitored and evaluated under the Internal Monitoring system as per the WFTO Guarantee system.

Ensuring Good Working Conditions

Innovating for efficiency by Self Help Association for Rural Education & Employment

SHARE detected that there was a bottleneck when artisans split the Palm leaves manually with a home -made knife blade, apart from the fact that only one size of leaves can be cut with that technique, which consumes time and labour. Palmcraft promoters invented small equipment which has to be fixed with different blades with the gap of different size. This reduced time and labour but it was not enough. The design and specifications were given to a private lab that invented a new power splitting machine which has the following advantages: Time Saving, Uniform size Raw materials, Less Manpower, Bulk quantities splitting, Easy to Handle and operate. This machine enables to increase productivity with quality products. Since this machine saves time and labour, artisans are very eager to use it. For centralised units, workshops get quality support from this machine. The Broad area of Intervention was in inventing a simple machinery for splitting tender leaves invented, Natural protection use of removing moister, tender leaves being cut scientifically. A Natural incense powder smoke is used for removal of fungal attack (Neem leaves smoke plus Benzoin smoke). With consultation of technical experts, tender leaves are cut without any harm to mother tree. SHARE is now producing Handicrafts with application of Azo -Free dyes and in future it is planning to go for natural dyes products.



Project 'Pyas' by Noah's Ark International Exports

The problem of water has taken a major hit in India; there is usually no running water in India for long periods, which causes concerns

with the amount of clean drinking water available. Noah's Ark, a Uttar Pradesh based Fair Trade organization provides clean drinking water to its artisan's workshops. They provide water filter systems in artisan's workshops where there is a lack of clean drinking water. The main aim of this project is to supply clean water in the community and to the houses of the artisans to motivate them to use filter water. Noah's Ark also organises workshops and educate the community about the benefits of drinking clean water. Many times people from minority/backward community do not understand the importance of having clean drinking water available. This project is a long term investment as we plan to provide water filters in about 100 different workshops and install water arrangements to 20 houses with many families living in them. Each water arrangement costs about US \$300 and cost of water filter is US \$51. The total amount spent on these filter was around Rupees 25,000 (US\$ 500).



Crafts Based Resource Centre by Child & Social Welfare Society

CSWS, a Medinapore based NGO and Fair Trade organization, works in the remote villages of West Bengal. Its Craft Based Resource Centre provides professional services to the community to enrich their craftsmanship in sustainable manner. It is dedicated to create an institutional mechanism and to provide single window solution in identified crafts for comprehensive hand holding in Technical & technological advancements, Market intelligence /reach and linkages, Enterprise developments with Micro finance and credit linkages, Reporting/ monitoring/ evaluation/ experience sharing and Product, Raw materials Clusters /Producers information. CSWS installed an advance CAD/CAM Design Studio, equipped with advance CAD/CAM applications to support the hand weaver in designing wrap patterns. The program is specially optimized for shaftlooms.





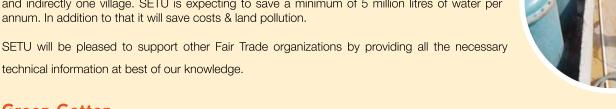
The only limits on size and complexity of the patterns are imposed by the computer. With a reasonably equipped PC there are virtually no limits. The CBRS acts as resource agency to encourage unemployed to get involved in making of handicrafts. CSWS has been able to change lives of local youths and village women from traditional way of living into a contemporary world.

Respect for Environment

Million Litres Water Saving Project by SETU - The Bridge to Artisans

Saving water, the essence of life has been one of the most important environmental agenda for GOI as well as various civil society organizations. SETU, a Fair Trade marketing organisation based in Jaipur, assessed the need for an intervention to solve the water crunch problem. SETU works with artisans engaged in block printing. During printing of the fabric, ample quantity of water is being used & wasted depending upon the volumes. (5 -20 million litres/ annum). This is wastage of precious natural resources, especially in desert area, where clean water is accessible only after 2-10 kilometres. SETU in 2012, developed custom machinery, especially suitable for our needs & capacity and that fits in a reasonable budget. The plant was installed in the first week of August'2012 at Barmer. The filtered water is being used for fabric processing & the results have been quite encouraging. No deterioration in any property of dyed fabric was observed. It was custom made by one Ahmadabad based company, Excel Product System. After chemical analysis of water, they had suggested optimum filtration media suitable for that water. It contains two filter media vessels of 550 mm dia & 1800 mm height. The operating pressure is 2.5~5.0 kg/cm2. In first pressure sand filter, the filter media is Quartz sand chips & pebbles. The second activated carbon filter contains activated carbon 150 kgs(NSF-USA) & filter Media 250 kgs. In the end, it has a bag filter of 5 micron size. The cost of the entire project was Rs 3.5 lakhs. Direct beneficiaries include one group of 35 artisans and indirectly one village. SETU is expecting to save a minimum of 5 million litres of water per

SETU will be pleased to support other Fair Trade organizations by providing all the necessary technical information at best of our knowledge.



Green Cotton by Chetna Organic

Chetna Organic has initiated a joint research project with bioRe Association India, Kasarwad, MP, Chetna organic, Hyderabad, University of agricultural sciences, Dharwad and Research institute of organic agriculture FiBL, Switzerland on farm cotton cultivation testing and participatory breeding for organic and low input cropping systems in central India. The project was initiated in 2013 cropping season and a cotton seed trial was planned in the light red soil and medium black

soils of Lanjigarh block in Kalahandi district of Orissa. Organic cotton production in India is facing a severe threat from BT cotton hybrids which have now replaced many traditional cotton species and local varieties. Organic cotton farmers are finding it almost impossible to source suitable non GM cultivars. Institutional breeding efforts have always focused more on developing cotton cultivars with high input production systems, irrigation facilities and chemicals. These species are not suitable for rain fed situations and organic farming conditions where emphasis is on low external inputs. The goal of the project is to make high quality seeds accessible to organic cotton farmers and develop new crops that are more compatible to the needs of organic farmers and processors. The long terms goal is to establish non-GM seed chain through farmer participatory breeding, combining the experience of farmers and knowledge of breeders.



'Fashion with Conscience'

by Conserve India & Conserve HRP

Born of a desire to reduce India's mountain of waste, improve energy efficiency and help some of Delhi's poorest out of the city's slums, Conserve India achieves all this by turning plastic bags into high fashion. The rag picker community is one that is underrepresented, voiceless, faceless, living on the fringes of society and yet performs an important task in the waste management process by collecting, sorting and selling plastic/recyclable waste. Conserve India was set up by Shalabh and Anita Ahuja, to recycle waste in their neighbourhood that was not managed by local authorities. What began as a small localized initiative has grown leaps and bounds into a proven and viable model of environmental conservation, eco entrepreneurship and social enterprise. After much experimentation, the Conserve team hit upon the idea of not recycling, but up cycling by washing, drying and pressing the bags into sheets. Handmade Recycled Plastic (HRP) was born and designs for handbags, wallets, shoes and belts quickly came flooding in. The challenge was obvious: Use high fashion to support better lives for the poorest and a cleaner environment for all.

TRADE PLUS INITIATIVES- investing in Communities

Arsenic Mitigation by Calcutta Rescue

Calcutta Rescue has moved into the field of arsenic mitigation in response to the current crisis whereby, as a result of a drop in the water table, the drinking water supply for millions of people in West Bengal has become contaminated with arsenic, a naturally-occurring and very toxic substance. Rather than only treat the symptoms of Arsenicosis once they appear, Calcutta Rescue decided to tackle the cause by treating the water at source. The organization started a pilot water filtration project by installing 4 filters and tube wells in the Malda area, a district, 300 km North of Kolkata. The existing filters currently provide over 1,000 litres of uncontaminated drinking water per day and we are now installing a further 4 filters in the same area. With the support of local Panchayati Raj (village councils) and local organizations, Calcutta Rescue has trained villagers in the use and maintenance of these units to ensure



their long-term sustainability. They are also educating the local population about other simple and easily replicable methods to remove arsenic from their drinking water and running a communication program to motivate target groups to adopt basic preventative general health measures.

Solving electricity problem with 'clean energy-solar lights' by Grameen Vikas Evam Chetna Sansthan

The GOI has introduced schemes like Rajiv Gandhi Grameen Vidyutikaran Yojana, to provide basic facilities for electricity/lighting through various renewable energy sources. Though it's trying to reach remotest of the villages, still many areas and families are struggling with electricity problem. One such example can be seen in the Thar Desert. The high temperatures, scorching heat and harsh terrain make life difficult for the village people. Gramin Vikas Evam Chetna Sansthan, a Fair Trade organization based in Barmer identified many families and villages who spend their days in sunlight and nights in the darkness. They are still forced to rely on kerosene lamps in the night. With the aim to provide facilities to poor families and to make them independent GVCS came out with a sustainable solution for such families. GVCS distributed Solar Light Stand Panels and chargers with warranty cards among 1500 such families in different villages of Barmer. Now women can work in the night, children will be able to study and no longer will they all be inhaling the harmful air which is the result of kerosene lamps. Women will be able to use sewing machine and with that they will be able to earn some income.



Health Mutual Fund 'Arogyanidhi' by Creative Handicrafts

Financial independence is a big challenge for the rural women in India. The economically disadvantaged people has no habit of saving and taking loans is second nature to them. They tend to fall into the loan trap of the money lenders. The interest rate is anywhere between 60% to 120% pushing the artisan into an eternal debt trap. In the Dharavi slums of Mumbai Creative Handicrafts, a renowned Fair Trade organization has been working for the economic independence of women for the last 30 years. To address this issue that people from the slums were facing, Creative Handicrafts decoded to set up a Health Mutual Fund- 'Arogyanidhi'. Women were asked to contribute Rs. 50 every month from their income to the fund and the organization put a matching amount. This way, a fund was created. Nowadays, they have around 500 members in the program with a total monthly income of Rs. 50,000. Since then, all the medical expenses are being paid through this mutual fund. Probability of members falling sick works in the favour of the fund (this is how health insurance schemes work) and the ratio of expenditure to income did match allowing a pretty surplus in the fund. This has moved the women out of the debt trap and they remain undisturbed

even if someone is sick at home as their expenses are taken care of by Arogyanidhi. The fund is managed by one of the social workers of Creative Handicrafts and is sanctioned and released instantly. This is a practice that all the Fair Trade organizations can and should adopt in the absence of a credible public health system or an insurance scheme that cares for the poor. It

also promotes collective responsibility among the women.

'Radio Kotagiri' by Keystone Foundation

In a world being shaken up by knowledge explosion, it is ironical to find millions of people victimized of hunger, illiteracy, ignorance, gaps in communication and the resultant powerlessness. Information Technology including radio in the form of Community Radio Station, now allowed by Government of India to Universities / Institutes / NGO's, promises unlimited opportunities to the disadvantaged millions in our country to realize their potentials and attain a brighter future. In partnership with Ministry of Information & Broadcasting, under EK duniya an EK awaaz (Edaa) - an audio and knowledge exchange portal for Community Radio practitioners in South Asia- 'Radio Kotagiri' was started by Keystone Foundation to empower the people, particularly the tribal communities, to improve the social, environmental and economic status of the indigenous communities of the Nilgiri Biosphere Reserve by enabling them to find their own voice via the medium of Community Radio. Radio Kotagiri is a well functioning Community Radio Station that is managed by members of the indigenous communities at all levels from content creation to production to broadcasting to day to day running of the Radio Station. The radio programs attempt to bring to light people from within the

community (such as village elders, organic farmers, healers, etc.) so that the relevance to and acceptance by the people is maximum. Unlike the written medium, radio programs can be in any dialect and therefore reaches the full diversity of audience. The CRS has a limited range (15 km maximum) around Kotagiri. The content usually focuses on Conservation of Biodiversity and Nature, Tribal Culture and Arts, Community Development including Government Programs/Schemes etc., Climate Change Awareness, Sustainable Development, Sustainable Livelihood options for indigenous people, Youth Development including Education Counselling, Health related information, Environmental issues and Organic Agriculture, Market Price Information etc.



'Childline' by Jan Kala Sahitya Manch Sansthan

A phone number that spells hope for millions of children across India, CHILDLINE is India's first 24-hour, free, emergency phone service for children in need of aid and assistance. CHILDLINE is a platform bringing together the Ministry of Women & Child Development, Government of India, Department of Telecommunications, street and community youth, non-profit organizations, academic institutions, the corporate sector and concerned individuals.

JKSMS is in charge of the implementation of the project in Kolkata. As of March 2014, total of 31 Million calls since inception have been serviced by CHILDLINE service and operates in 291 cities/districts in 31 States and UTs through its network of over 540 partner organizations across India.



Rags to Pads- 'Ladli' by Pardada Pardadi Educational Society

In India, menstruation and menstrual practices are clouded by taboos and sociocultural restrictions for women as well as adolescent girls. Limited access to safe sanitary products and facilities is believed to be

one of the reasons for constrained school attendance, high dropout rates and ill health due to infection. To address this, The Union Health and Family Welfare Ministry has a scheme for providing highly subsidised sanitary napkins to adolescent girls in the rural areas to promote menstrual hygiene. In the villages surrounding Pardada Pardadi School in Anupshahar, Uttar Pradesh most women do not have access to sanitary pads. As a result, these women use rags, risking vaginal and urinary tract infections (and thus illness, incontinence and infertility) during every period from puberty to menopause. 'Rags to Pads', a project designed to provide low-cost sanitary pads to students and female staff as well as create employment opportunities for women in a region that has almost none. PPES uses machinery in which wood pulp is packed into

fabric pads, creating a sanitary napkin. The sanitary napkins are then

packaged into a monthly supply and sold for Rs. 25 (\$0.50). Each packet will also contain instructions for use as well as proper disposal. The wood pulp and the wrapper are biodegradable to maintain an environmentally friendly endeavour.



Om Shanthi Old Age Home For Women by Shantimalai Handicrafts Development Society

Over the years, the government has launched various schemes and policies for older persons. These schemes and policies are meant to promote the health, well-being and independence of senior citizens around the country. The central government came out with the National Policy for Older Persons in 1999 to promote the health and welfare of senior citizens in India. This policy aims to encourage individuals to make provision for their own as well as their spouse's old age.

Shantimalai, a Fair Trade organization based in Tiruvannamalai, Tamil Nadu detected problem of large number of widows and destitute women in the area. The widows face challenging situations, especially as they grow old. Shanthimalai offers them basic training programs in handicraft work, so that they can become financially independent. They try to restore every widow's self-respect and self-confidence as an independent parent, taking care of her children and providing help for married in emergency situations. There is free medical treatment in the hospital of Shathimalai, along with lodging, food and medical assistance for widows in need. The old age home has 27 beds and a large garden, which provides good biological vegetables.





Chirag Hospital by Kumaon Grameen Udyog

The Curative Health Program in the Mukteshwar block of District Nainital, was started in 1987 in response to the lack of health care facility in the region. Kumaun Grameen Udyog (KGU), established as a Section 25 company in 1996 by the Central Himalayan Rural Action Group (Chirag), works to improve the life quality of rural people, especially women and the disadvantaged. Chirag started its work by setting up of a RHC (Rural Health Centre) in Sitla and in Sargakhet. The focus of the Health Program has been on maternal and child care, awareness camps, ante and post natal care, safe delivery, immunisation, monitoring growth of children under the age of five and family planning counselling. The number of patients using Chirag's facilities has increased steadily over the years and it is heartening that close to half of them are women.

Since 2009, the hospital has treated almost 15,000 outpatients. Referrals are sometimes made to hospitals or nursing homes in Almora, Nainital and Haldwani. The profits earned from KGU is

re-invested in Chirag's community development programs.

Medical Support to the community by Pushpanjali Fair Trade Pvt. Ltd.

The Pushpanjali free medical check up camp in association with Manjeet Singh Jan Seva Samiti welcomes, on the 18th of each month, to anyone coming from villages close to Agra, who needs a doctor consultation. The camp is held in school premises, in which classrooms are converted for a day into consultation rooms, thanks to the help of numbers of volunteers, among which many school pupils. Most

of the beneficiaries are economically marginalized villagers around the area. The number of beneficiaries coming up testifies how critical this monthly

appointment is for the area. Every month, more than 200 patients are taken care of by the team of doctors and receive adequate treatment. Follow-up is done as needed for patients coming back to the camp after their initial consultation. The medical camp also includes a cataract prevention module – all patients are examined to detect potential cataract issue. Diagnosed patients are sent to the Agra Hospital where they are operated with the support of Pushpanjali and Manjeet Singh Jan Seva Samiti. More than 800 patients are being diagnosed for cataracts in the medical centre every year.



Towards Sustainable Energy Consumption by Maroma

India is facing significant growth in electricity demand and could benefit greatly by using energy efficient lighting systems. GOI over the years has widely promoted the use of Solar Lighting Systems to be a viable option in rural India because it involves no moving parts, low maintenance and are simple to operate. It has also done widespread campaigning for Installation of LED panel indicator lamps in place of

at about 50% to 80%. Maroma, a Fair Trade Organization based in Auroville, Tamil Nadu has also taken a step towards sustainable energy consumption. They have installed three 5KVA and 1 15KVA grids for solar power generated electricity. This new step contributes about 30% of their daily Electrical energy consumption. They have invested around 30 lakhs so far to this project. Maroma has been working dedicatedly to increase the role of solar energy in our daily power consumption. In 2013, they also replaced regular tube lights with LED lights in all their production areas. This has reduced about 20% of their daily electrical lighting power consumption.

filament lamps which leads to enormous amount of energy savings estimated



Vacuum Packaging Innovation by Mahila Umang Producers Cooperative Unlimited

Walnuts are a medhyarasayana (brain tonic) in Ayurveda, one of their Sanskrit names is phalasneha which means the fruit with oil.

HIMKHADYA

Good healthy whole oils are essential for the proper functioning of the brain. Not-coincidently the walnut resembles the brain and it is this divine intelligence within nature that heals and nourishes us. Mahila Umang Samiti, one of the Fair Trade organizations based in the Himalayas, is a community based owned enterprise founded on the principles of Ecology, Equality and Economics. They directly assist in improving the quality of life of the hill farmers. Among their basket of products, their Himalayan Walnuts are the most popular product sold widely across the globe. Walnuts have a lot of oil content. If you don't crack it and pack it immediately, it gets rancid very fast. Umang has introduced a new technology packaging system for their special grown Himalayan Walnuts. It's easy, simple. You crack it, pack it, brand it and make it available. For their pilot project, Umang received Rs. 1 million lakh rupees. They spent another 0.8 lakh million for aggregating,

shipping and then for cracking. The harvest is usually in September-October. So if you invest 1 million rupees in walnut growers, you are getting 3 million at the end of the day. Umang now aims to scale up that one million to make into 10 million. Though Umang now has a lot of competition, they guarantee a better satisfaction with their brand of walnuts. According to studies, Umang's walnuts from the Indian Himalayas are wild and regulate the wild native species value. Also as per their nutritional analysis, it is much higher than any other Walnut brand."

First Fair Trade School in India by International Resources for Fairer Trade

of 7th standard.

In 2011, IRFT designed a mascot for Fair Trade, an endearing figure that children could easily identify

with. It was designed keeping in mind, school-going children below the age of 14 years. The mascot was named 'EFTY' [E(FT)Y] and symbolized Fair Trade in every activity engaging children. The objective was that through the engagement with EFTY, every child would take home the message of Fair Trade and fairness to small producers to his home and engage with at least five adults in his home who would also get an understanding of why they should support Fair Trade. In addition, these young leaders of tomorrow would be the 'buyers' of Fair Trade in future. They organised Fair Trade events and competitions at St. Stanislaus High School. The engagement translated into action as IRFT received feedback through many school children whose parents went to the nearby Shoppers Stop stores to buy Shop for Change certified women ethnic wear. This demonstrated the immense power of children to influence buying patterns of adults at home and the success IRFT achieved through this initiative. The following year (2012), IRFT focused on students of 7th standard, engaging them through regular lessons on various topics related to Fair Trade. On the occasion of 150th anniversary celebrations, this proactive school was declared the first 'Fair Trade School' in India, for its contribution and active participation. To ensure that the initiative was taken forward as an ongoing activity, a School 'Fair Trade Policy' was designed. IRFT continued to give lessons on various aspects of Fair Trade, conducting sessions every month. The students were given assignments on how according to them Fair Trade could bring positive changes to the farmers' lives. This eventually led to the development of Fair Trade course curriculum by IRFT which was incorporated in the school curriculum. The exit phase of IRFT's school intervention involved three sensitizing and awareness workshops for the school teachers to ensure the lessons of Fair Trade were embedded as part of the teaching curriculum

SEWA Samudayik Shiksha Kendra by Self Employed Women's Association

The Self-Employed Women's Association (SEWA) in India has been organizing home-based workers since its inception in the 1970's. It has become one of the greatest women led movements in India. It has developed, over the years, a multipronged and multi-layered strategy to holistically address the needs of home-based workers in India. SEWA

Trade Facilitation Centre (STFC), one of the wings of SEWA is a unique Fair Trade certified company formed by more than 15000 women artisan shareholders who are also the suppliers and producers of the company. They own the traditional skill of ethnic hand embroidery which has become, in the drought prone areas where they live, the only source of livelihood. The company has been incorporated with a planned turnover of INR 62.5 crore (approx USD 20, 000,000). It plays a facilitation role by providing an array of business development inputs to its member-producers. These range from market readiness, market linkages, market intelligence, product development, quality standardization, research and development, information systems, access to capital and state of the art technology training. A well-designed marketing strategy includes a range of channels with a judicious mix of dedicated retail outlets and institutional sales



by way of business-to-business connections. The centre has set up its marketing outlets in cities in India and has also moved towards building its own brand called Hansiba. Under its Vastralaya project, it enables rural handicraft workers and urban garment home-based workers to jointly reach global markets by integrating all activities of the value chain.

Organising women to be the owners & leaders by SEWA Trade Facilitation Centre

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Fair Trade Bytes



First Fair Trade Township in Asia: Auroville Leads The Way

Auroville is a universal township in the making for a population of up to 50,000 people from around the world. Four Fair Trade organizations-**Maroma, Imagination, Mereville Trust** and **Aurospirul** based in Auroville, provide employment to more than 500 local rural people around the village. Using the traditional knowledge of ecology and science, these organizations make products ranging from home fragrances and body care to natural cleaners and health products like spirulina and other herbal spices.

Development of rural enterprises ensures creation of wealth, affordability of better services at the bottom of the pyramid, particularly for families living below poverty line (BPL) and lead towards an inclusive growth. When such enterprises are rooted in local resources and leverage on traditional knowledge and skills, they can also ensure better resource management as well as success of the enterprise. Seven Fair Trade organizations in the Puducherry and Auroville, Tamil Nadu are creating a difference in the lives of people by utilising the local knowledge and environment friendly practices through the medium of trade.

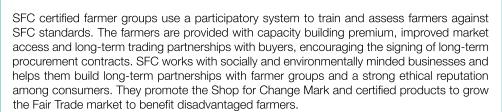


Auromira Exports, based in Puducherry is promoting craft that takes back to a simple and natural way of living, with the blend of traditional Indian weaving techniques and the Western influence of the German Bauhaus movement. They focus on ecological production: the entire process of extraction and production of fibres. They provide work to more than 50 local producers.

Cottage Industries was started under the guidance of The Mother, to provide Sri Aurobindo Ashram with incense sticks and mats, the surplus being distributed amongst devotees. They utilise recycled materials and integrate nature-friendly methods where possible.

India's First Fair Trade label- 'Shop for Change'

The concept of Fair Trade certification was launched by the Dutch NGO Max Havelar in 1989 as a way to create positive incentives for companies to source farm crops in a way that helped ensure a better deal for farmers. When companies agreed to follow certain voluntary social and environmental sourcing standards, Max Havelar conferred on them the right to label certified products with a Fair Trade certification mark that differentiated products on retail shelves. Twenty-plus years later; Fair Trade certification is a huge success story, both commercially and for the small scale farmers who benefit from the system. Shop for Change, the Indian Fair Trade label, was developed to provide certification to farmers (Generic Standards for Agricultural Supply Chains). The label was created with the specificities of local producers and markets in mind.



The Shop for Change Mark differentiates products in a crowded marketplace, giving brands the ethical edge they need. Shop for Change marketing and promotional campaigns support the sale of companies' certified products and raise awareness about Fair Trade and farmer issues. By engaging consumers about the origins of their products, they aim to get them excited about being a part of the Fair Trade movement and offer them an easy way to make a difference.

Farmer groups are responsible for monitoring quality during the crop season and providing technical training to ensure that quality standards are met. Farmer groups also ensure proper handling and storage of crops following the harvest and make sure deliveries are on time.







Fair Trade Bytes

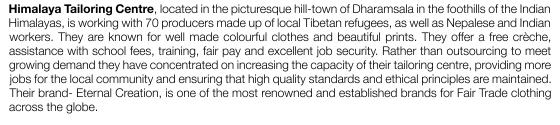


Fair Trade - a hope for Tibetan refugees in India

Tibetans have been living as refugees in India for more than 50 years. The Chinese occupation of Tibet in 1959 and the subsequent flight of the Dalai Lama to India led to thousands of Tibetans seeking refuge in India. The whole rehabilitation of Tibetans in India was not an easy process. The social, political, cultural and most importantly climatic conditions were totally different than the one prevailing in Tibet. In the last half century, the exiled Tibetans have experienced tremendous changes, which have improved their education, rehabilitation and broadened their attitude. The Tibetans have successfully re-established their community and maintained their identity, culture and tradition in exile with a view of returning to their homeland one day. In the view of growing importance of sustainable development of Tibetan settlements, three Fair Trade organizations in India are working for the socioeconomic empowerment of the Tibetan refugees in India.



Federation of Tibetan Cooperatives-Export unit based in Delhi works with more than 50 Tibetan producers since 1981. Based on a cooperative model, FTCI works supports 15 Tibetan cooperatives (made up of over 24,000 Tibetan refugees) across India. FTCI Export Unit is a Manufacturer & Exporter of Assorted Cotton Canvas Bags, Jewelleries, and Fashion Accessories. All kinds of Tibetan ritual items, Tibetan incenses and Tibetan home furnishing items are manufactured in compliance with Fair Trade Principles.





Started by a Swedish NGO in the small Dehra Dun village of Rajpur, IMEX now known as **Himalayan Fair Trade Handicrafts Pvt. Ltd** produce hand woven perfect quality durable artistic carpets and bags with different designs. They have 30 producers working under out of which 90% are women. You will find a small factory, more like a cozy, friendly room, in which women chatter away and weave, seated comfortably on the floor, as is their preference, making the most beautiful wool carpets in the Tibetan tradition.

The land of Rasgullas and Mishti Doi have more to say through 'Fair Trade

In India, West Bengal has been one of the most active states for Fair Trade promotion and brand building. Bengal is known for its rich culture and traditional handicrafts and textile. More than twenty organizations are Fair Trade certified members of FTF-I and are working to preserve and promote the various crafts and embroidery of Bengal like Kantha, Zari, Kashida, Terracota craft, scroll painting, pottery, Sholapith craft and other modern day inspired contemporary crafts. The Fair Trade organizations are based in the remotest districts of Bengal like Paschim Medinipur, Purba Medinipur, Bankura, Purulia, 24 Paraganas, Bolpur, Sundarban and other villages, which also includes urban slums of Kolkata.







Empowering the Tribal Communities in India

The tribal's in India form an important element in Indian society integrated with the culture mosaic of our civilisation. For India, welfare of the tribal communities has been the national goal and special responsibility of the Centre and the various State Governments. The Government has taken commendable initiatives for the socioeconomic and cultural development of the tribal's in form of special provisions and policies for the tribal communities. **TRIFED**, a Fair Trade Forum- India member organization, was constituted as one of the autonomous bodies under Ministry of Tribal Affairs, Government of India works for the socioeconomic development of tribal people in the country by way of marketing development of the tribal products on which the lives of tribals depends heavily as they spend most of their time and derive major portion of their income. Further to achieve the aim of accelerating the economic development of tribal people by providing wider exposure to their art and crafts, TRIBES INDIA, the exclusive 30 shops of tribal artefacts were set up all over India by TRIFED. They showcase and market the art and craft items produced by the tribal people and thus demonstrate the magical mystique of tribal India espousing tribal cause.

One of the core principles of Fair Trade is to provide opportunities for economic empowerment of the marginalized and neglected communities of the society. Many Indian Fair Trade organizations are working with various tribal communities in the states like Karnataka, Rajasthan, Gujarat, Orissa, Assam and the Niligiris. They are working with tribal communities like Lambani, Bhils, Gonds, Bodo, Khasi, Naga, Santhali, Saura, Bonda, Toda and others. In the east-**Anwesha Tribal Arts & Crafts** and **ORUPA** are working with the tribal communities in Odisha. The primary resource of livelihood for the artisan communities is from Dhokra craft. The organizations are involved in their skill up gradation, design development and marketing of their products for their sustainable incomes.

Likewise in the west- **Gramin Vikas Evam Chetna Sansthan (GVCS)** in Rajasthan and **Sahaj** and **Dharohar** in Gujarat are working with the Bhils and Gond communities. GVCS core area of focus has been livelihood generation for the women of the region. GVCS has promoted handicrafts as a viable means of creating home –based employment that provides them with a steady source of income from the security of their home environment. Other programmes managed by GVCS includes SHG formation, flood relief, fodder for drought affected cattle and education programmes for child & women.

Sahaj's core purpose is to encourage economic empowerment of women artisans through art and handicrafts, enhance their social status by organizing them and strive for their education, health and empowerment through economic activities. At present we are working with 3000 women, out of those 1200 tribal artisans are working on direct livelihood activities Dharohar is an organization based in Vadodra, Gujarat, which works for the development of the tribal artisans. Dharohar helps in marketing the products made by the tribal artisans and ensures maximum benefits for their growth.

In the Southern part of India, **The Ants Craft Pvt. Ltd** and **Last Forest** are working with the tribal communities of south India and northeast regions. The main mandate of The Ants is to showcase the handlooms and crafts mainly of the northeast not just to generate and sustain livelihoods but also to stress on the positive features of the people and communities living in the northeast. The Ants store & café, a Pvt. Ltd, company was later established as a marketing organization for preserving the tradition, creativity, and passion of northeastern artisans. Their main objective is to create a space exclusively for crafts and textiles from the northeast and to promote the identity of the tribes through their craft and to increase livelihoods in rural northeast India and to accelerate money circulation for better sustainability of crafts groups.

Last Forest Enterprises is a marketing initiative of Keystone Foundation – it aims to spread the message of small indigenous farmers and gatherers, from toda and other niligiri tribal communities. They promote value added organic produce, biodiversity and food security, indigenous knowledge, traditions and crafts, sustainable harvesting & farming methods, local employment & markets and Fair Trade principles. It runs a chain of 3 Green Shops in Tamil Nadu. It procures produce from over 60 groups across the country and supplies to over 40 retailers.









15 Fair Trade Agents of Change

This section brings out inspiring stories of people from the nooks and corners of India who have dared to dream and have done commendable community work. The people who looked beyond the social norms and conventions and brought meaningful change in the lives of people. We celebrate their sheer commitment, passion, hard work and perseverance, humility, courage, kindness, vision and concern for fellow men. Great people wish to achieve great things. But, good people wish to serve others – their fellow men. This section will start paying tribute to those strong personalities that are no longer among us, but they have dedicated their life towards serving others and it will continue with those role models that keep inspiring us with their work.





"Res Non Verba": Facts Instead of Words

Shyam Swaroop Sharma

(1934 - 2009)

Unlike others, Prof. Shyam S. Sharma started his career being a Commissioned Officer in the Indian Army that later joined as Officer of the Army Wing of the National Cadet Corp at Jamia Millia Islamia University. He achieved top ranking positions throughout his school and university, excelled as a student leader, event organizer and innovator. He was awarded many prestigious awards in curricular and extra-curricular disciplines. He honed up his leadership traits and became a

leading intellectual.

As Professor, he initiated Department of Hindi, Comparative Literature & Print Journalism at Jamia Millia Islamia University in New Delhi where he gain prestige and experience. He has been an active catalyst in bringing substantial improvements in the quality of education by making it purpose driven and wholesome. He founded 'World Family', an organization that believes and practices human solidarity through benevolence and later set up TARA Projects in 1966 to assist the marginalized communities living around his university and neighbourhood in Delhi. He also founded Asia Fair Trade Forum (AFTF) as the first Founding Member of AFTF and served on the AFTF Board in several capacities. He was also the Founding member of Fair Trade Forum-India and served as its President for two terms.

TARA Projects

In the mid 1960th's, he started working for the uplifting of former untouchables/Dalits and organised income generation activities. He also organized literacy classes for slum dwellers and other marginalized people. Slowly he realized the importance of trade as a window to sustainable development and understood the scope of global partnership based on human benevolence, so he started contacting like-minded organizations in the West to start trading and eventually became one of the evolvers of 'Fair Trade' in the South, at

that time known as 'Community Trade'. He participated in the UNCTAD conference in 1968 and assimilated the UNCTAD's motto of 'Trade not Aid'.

Prof. Sharma founded TARA and started expanding it by organizing producer groups. He started participating in the International Initiatives in streamlining the Fair Trade movement and also visited Fair Trade organizations abroad. With the aim of strengthening Fair Trade, the producer groups were strengthened and he established relationships with some of the pioneers of Fair Trade movement like World shops, Traidcraft, FTO and GEPA. He was also 'Knighted' by the Netherlands chapter of European Templers. While studying racial discrimination issues in USA, he published papers on the issues and started writing reports on the lives of unorganized artisans and other marginalized community which was regularly communicated to like minded/ Fair Trade organizations in India and abroad. In early and mid 80's he started exposing the plight of the well talented craft persons and traditional clusters through FT channels. Established artisans groups/ cooperatives and imparted entrepreneurial culture to some of the groups.

He was also the founding members of IFAT (now WFTO). In the 1990's, he became the founding member of AFTF and adviser to the AFTF (Asia Fair Trade Forum) Board and initiated extensive campaigns against child labour in the operational areas of TARA. He delivered the first lecture "Fair Trade: Child Labour/ Servitude" in Madrid, followed by a lecture on "IFAT an Important Network of World Fair Trade: in one of the conferences. As a founding member and first President of FTF-I, he participated and represented FTF-I in the UNCTAD XI. He was also the Board Member of Emmaus International, France & Asian representative. He strived to make the efforts like labelling work for the needlest in consultation with AFTF & IFAT. Also took up deliberations on internal-voluntary guidelines for Fair Trade organizations. He was an honorary adviser of TARA Projects and Patron of World Family Forum.

His other involvements included- as the board member of FTF-I to explore wider market, Fair Trade food initiatives, Working on the World School against Extreme Poverty & Water Conservation for Emmaus International, ensuring that Fair Trade continues to work for the most needy, working on for a comprehensive strategy to take Fair Trade closer the Indian consumers, Written enormous number of short stories, poems, articles, magazines and published book in comparative literature. He was honoured by Asia Fair Trade Forum for his contribution towards building up Fair Trade movement (in the IFAT Asia Conference, 18-20 September 2006 @ Bangkok) was also an honorary member of WFTO.

Shubhashini Kohli

(1946-2004)

Shubhashini or 'Shabbi' as she was fondly known as, was born on December 1st, 1946. She was a maverick who played many roles, part time journalist, activist, social entrepreneur and the founder- executive director of Sarba Shanti Ayog. She began her career in 1971 working at Save the Children Fund Kolkata and then Terre des Hommes, a children's aid organization where she worked on child rights and rehabilitation. Her work took her to Bangladesh where she immersed herself in resource building and rehabilitation efforts. Shabbi was firm on setting up on something of her own and envisioned an organization that would work with craft groups to promote Indian craft and provide sustainable, equitable livelihoods to the artisans.

In 1978, she set up Sarba Shanti Ayog, an organization that worked initially with producer groups in West Bengal, supplying textiles and garments to the European markets. SSA or SASHA soon grew into a network of organizations that focused on capacity building, addressing social developmental needs, technical assistance and marketing.

Shabbi's commitment to changing the lives of the poor went far beyond the marketing of handicrafts. She looked for ways to enable people to take control of their own destinies, by providing structures and support for them to manage their own production and finances, promoting community development and exposure to the wider world. It is not easy to live in the world that Shabbi inhabited: there are no great material returns or security, the value of the work is not always appreciated and stress levels are high. But there are hundreds of people whose lives have been changed for the better by this special woman.

The seventies was a decade marking the emergence of 'alternative trade' and pioneering organizations like SOS now FTO, Oxfam Trading, GEPA and others began to support southern organizations like Sasha forming successful partnerships which are continuing to date. Shubhashini was on the board of WFTO. An exceptionally strong willed, dynamic and forward thinking person Shabbi continues to inspire past and present employees/producer partners/associates of Sasha.

In 1995, SASHA made a historic move by becoming a committed member of Fair Trade. Shabbi and SASHA were actively informed in promoting the regional and national networks of Fair Trade in India. The Fair Trade Forum-India was always close to her heart and she was passionately involved in building and strengthening the network with her contemporaries. Shabbi, subsequently was on the board of IFAT (International Federation for Alternative Trade) and Chairperson for COMMACT (Commonwealth Network for People centered Development) India.

She passed away in 2004 but her dynamism, passion and strong will built SASHA into an overarching organization that today, stands testimony to her legacy.

The Shubhashini Kohli award was instituted in 2005 and is given annually for acknowledge the enterprising spirit of the grassroots producer and their commitment to the principles of Fair Trade. It was first awarded at the Ushagram Producer Meet in the same year. The purpose of the award is to be reminded of Sasha's mission, role and contribution of the values, Sasha's Co-Founder Shabbi stood and worked for. Each year, the award is given out at the end of the Annual Producer Group Meeting.

"She was a forward thinker and human rights activist. She began new initiatives within Fair Trade Forum and the world body. She was willing to dialogue when in difficult situations. At the international level, she was very active in propagating Fair Trade. She fought till the end despite illness. Her commendable contribution is the retail network and formation of social networks through Sasha. I miss her gentleness"-says Lucas Caldeira, CEO, Asha Handicrafts



Chanchal Sen Gupta

(1966 - 2012)

Chanchal Sen Gupta (fondly remembered as Chanchal da) will continue to live in the memory of those, who have been marching with him to build up Fair Trade movement in India, for last one decade. The first few words of all those who try to reminiscence about him are "hard work and positivism".

Chanchal Da worked with Silence, an organization based in Kolkata, established in 1979 by a small group of deaf artists that got together with the dream of economic self sufficiency. He was born with a congenital heart problem and could not walk even 10 meters at a stretch due to his condition. He overcame this by carrying an oxygen cylinder wherever he went. He studied on his bed and acquired good education. He got a job in the Fair Trade business. His work took him to places, including travelling in Europe. He conducted marketing and fundraising tours. He is the biggest contributor when Silence received the National Awards for Best NGO (state and national level in 2003) for outstanding performance in the field of welfare for persons with disabilities. "A silent but very effective worker. He had excellent commitment to Bring Silence to the present status it is in. Always working behind the scenes to make Fair Trade effective. At the national level, he played a very important part in strengthening Fair Trade organizations. I remember despite of his illness, he climbed so many stairs with me in Newcastle for the conference and deliberated on how we could strengthen Fair Trade. It was so touching"- says Lucas Caldeira, CEO, Asha Handicrafts.

Silence is a self-help project for artisans who are deaf or physically disabled. In a country where unemployment is high, people who are disabled rarely find work. The situation is even more difficult for women with disabilities. Silence works to help their artisans become self-sufficient and earn their living, training team members in different skills. After completing Silence's training courses, artisans are encouraged to move into commercial housing so that new artisans can be trained. Silence artisans produce incense sticks, candles, greeting cards and jewellery. These are exported or sold locally at Silence's retail store. Artisan benefits include a retirement fund, health and personal accident insurance, profit sharing and certification of disability to qualify for free bus transit and reduced government taxation.

Chanchal Da was also the youngest among the Executive Committee members of FTF-I, who worked closely with the National Secretariat (FTF-I) team. He had an eye for grabbing ideas, for his work, almost from anywhere. Once he was looking at the wood carvings

being made by artisans from Shilpa, Bangalore and he instantly developed an idea that it can be adapted to develop new designs of candle, back at Silence. His eye for getting lessons, which has a direct use at his core work in Fair Trade, was in fact a part of his personality.

He was one of a few who worked closely with FTF-I during the course of its emergence as one of the big national networks of Fair Trade. He worked gracefully to build up the spirit of

inclusiveness in the network, which is perhaps the biggest quality, which is going to fuel the further growth of FTF-I.

Perhaps that spirit of inclusiveness is the biggest legacy or the footprint, which he leaves behind for the coming generation of Fair Trade leaders. Mr. S. C. Mittal, Founder, Pushpanjali Fair Trade says- "He had strong willpower and commitment to Fair Trade. I remember his visit to Pushpanjali and his personal moments he shared with me. Despite of having health problems, he had worked hard while in EC of FTF-I. I miss him as a good friend."

Chanchal Da, during his lifetime, also received the West Bengal state award for 'Outstanding Employee with Disability' for his various achievements in promoting Fair Trade and encouraging physically challenged persons to work at SILENCE or in other organizations.



Silence

Sister Isabel Martin

(1926-2013)

Isabel Martin (Popularly known as Sister Isabel) was born in Spain in the year 1926 as the youngest of the 7 children. She was the only girl child to her parents and so she was "amply pampered" (in her own words). Her parents were rather well off and so she grew up midst of "plenty". By the time, she was 18 she knew what she wanted in her life and that was to go to India as a missionary.

Like many other catholic girls at that time she joined the Missionaries of Christ Jesus, a very new congregation, as this congregation was sending missionaries to India.

She landed in Calcutta in 1951, barely 25 years of age and what she saw was misery and pain all around her, that made her felt that she was at the right place. Isabel spent her life teaching children, running hostels, attending to the sick (she was a nurse by profession) in the villages, training young aspirants who joined their congregation, etc, until 1983. It was then, at the age of 57, when most of us retire, that she realized a call within her to work for the empowerment of women in India and she chose to be in Mumbai.

Isabel felt that she needed to live with the poor women to know their problems so she chose to live in a slum community in Mumbai, queuing up for water and toilet. It is there she sow the first seeds of the organization "Creative Handicrafts" by bringing in women to her home and teaching them to sew and do embroidery. She says, "that was the best part of my life".

What motivated her every day, every moment was the words of Jesus, "Whenever you are clothing, feeding, sheltering another person you are doing it to me". Isabel never preached but her actions spoke immensely.

She never spoke of Fair Trade but everything that she did was Fair Trade. Training women was her passion, accompanied them all along until they got empowered, going with them to police stations, municipal offices, etc. to make sure that they got their rights. She made products, took it to markets in India and around the world, without knowing that it was "Fair Trade". "We can only rest when all the women live in dignity", Sister said. That was her commitment.

The challenges she faced and her determination to face them, have been lessons for Creative Handicrafts. She said "I would not mind stooping any low and fighting to any extend for the dignity of women".

She had not dream for the organization of Creative Handicrafts. The organization was incidental. But she dreamt of a community around us that respects women and where women are free economically and socially. She insisted that Creative Handicrafts should always be striving for this and Fair Trade is a strong weapon to achieve this end.

She was given the prestigious "Principe the Viana de la Solidaridad" award by the Spanish government in 2010 and received the same from the King of Spain.



Creative

Handicrafts

Manoranjan Walia (1939 - 2012)

It takes a great man to make a lasting contribution to a worthy cause. It takes discipline, professionalism, commitment and most importantly- a passionate heart to work for the cause one believes in. Late Manoranjan Walia was one such person. He quit

his comfortable corporate job to work with the marginalized craft persons for their economic empowerment. He co-founded Craft Resource Centre (CRC) Exports, based in Kolkata, West Bengal in 1990 with Ms. Irani Sen. Craft Resource Center (CRC Exports Private Limited) helps informally organized artisan groups to develop self-sustaining businesses for their economic selfsufficiency. To promote self-determination amidst India's artisan community through comprehensive capacity-building, leading to sustainability of their craft as a dignified, creative and adequate source of livelihood. This is done on the basis of Fair Trade Practices that are enshrined in its business policies and which are in conformity with the principles of Fair Trade. CRC today works with more than 70 groups across India.

Adithi

Walia ji used his strong corporate systems and operations knowledge and contributed to the establishment and development of CRC Exports. He guided on economics of business and investing in health and hygiene of the artisans and their families. He also interacted widely on international platforms for the rights and needs of the handicraft artisans. Walia ji, strongly believed in working with the ethos of Fair Trade. A gallant soldier of Fair Trade movement since its initiation in India, he never compromised on Fair Trade principles and ethical considerations of this

unconventional mode of trade.

CRC

Manoranjan Walia succumbed to cancer on October 6, 2012. He was forward looking and set up an organization that would survive him. He had the right people in place and left the world happy in the knowledge that he had built a sustainable enterprise. Walia, as he was affectionately known by everyone, may have left us, but he will always be with us in spirit, always inspiring.

Viji Srinivasan (1938 - 2005)

Viji Srinivasan a pioneer of women movement in India established Adithi as an organisation committed to women empowerment. She did her MA in sociology and then went to London to study community development and extension work. She gave up a life of luxury to work for the empowerment of oppressed women in villages in Bihar and Jharkhand. Ironically, as a young girl born into an affluent family from Chennai, Viji was not even aware of the implications of poverty and exploitation. Her grandfather V.T. Krishnamachari was the first deputy chairman of the Planning Commission

of India and her father was a general manager in the Indian Railways. The villages she

saw from the first class compartments of trains seemed romantic to her.

From 2000 to 2005 Viji worked with Homeworkers Worldwide, coordinating the mapping program in South Asia. She was an inspiration to thousands of women, not only in India but in many other parts of the world. She battled female infanticide, educated young girls, found markets for their craft products and brought in cash incomes. She went about barefoot, slept on the floor and shared simple meals with her female flock. She neglected her own health putting in 18 hours of work a day. It is the result of her efforts that today Adithi works with women coming from different backgrounds: home-based workers, street vendors, traditional crafts women, tribal women, women with savings and credit, adolescent girls, traditional fisher-women and sharecroppers, women in Panchayati Raj - women elected to the Panchayat; women troubled by reproductive health and children in difficult circumstances included sex workers' children as well as trafficked children and girls troubled by having

very early childbirth at 15 years old or so. From 2000 onwards, Viji and other members of Adithi also initiated an exchange fellowship program with Leeds University in collaboration with Homeworkers Worldwide, for young women organisers, for developing a strong local leadership in Bihar and Jharkhand. Khatwa and sujini are folk arts, developed by Adithi, on the basis of traditional sewing skills known by women. However, the way Adithi and the women have developed this activity, is not simply as an income-generating activity for women. They also depict modern themes such as the struggle to re store the environment; campaigns to raise awareness of HIV/AIDS; or literacy campaigns, reflecting many different aspects of Adithi's organization of women.

Viji was also The Week magazine's Women of the Year in 2004. Her philosophy of 'let hundred flowers bloom' led to the beginning of many initiatives and transformed the rural and tribal India.

K. Panchaksharam

Dr. K. Panchaksharam, "Panchu" for friends, has been actively involved in promoting and strengthening 'Social enterprises' and the concept of Fair Trade for the last 38 years.

He was among the first set of professional Community Organizers in India, after working in Philippines and Malaysia. His work with marginalized women & slum communities in North Madras (Chennai) encouraged him to start promoting Women's Industrial Cooperative Society on the concept of Self Help Group, where he provided marketing support to the marginalized artisan communities.

Panchu worked with OXFAM, (UK based International charity) for its 'Bridge' program in South India for eight years covering all the five southern states, focusing Livelihood support and in strengthening Fair Trade initiatives at grass-root level.

Panchu promoted SIPA (Federation of SOUTH INDIA PRODUCER ASSOCIATIONS) the first Fair Trade network in South India, a not-for-profit service Society in 1986 that supports the livelihood initiatives of nearly 10,000 marginal artisan families (from the Southern states) now. It works with the concept of Fair Trade - which facilitates 'dignity' to the marginalized, while facilitating sustainable livelihood & participatory development.

SIPA is actively involved in promoting, strengthening and advocating 'Fair Trade '* – towards 'fairness for all'. SIPA's objective is to facilitate and enhance "Sustainable livelihood of the Marginalized with Dignity" through facilitating market access & Market promotion for various products (crafts, food & textiles) and services from the Marginalized (through its sister organization SIPA Fair Deal Trust since 2009); Capacity- building - in terms of motivation & confidence, skill-upgrading and building management skills, Networking & Advocacy - for a collective identity and mutual support for common a goal and advocacy for people-centered policies; for 'Made in Dignity'; and handholding & providing support services - in terms of special programmes & projects and mentoring - focusing the marginalized and fairness in production towards

With the support of OXFAM (UK based well known charity), SIPA is able to facilitate Consortium-exports of range of Crafts & Textiles made by these stakeholders, to various European countries, USA, Australia, New Zealand Japan etc, both to Fair Trade & Mainstream Buyers. SIPA has organised more than 150 programs so far, impacting nearly 10,000 marginalized families trough the support of more than 200 NGO's, in South India.

responsive consumerism.

Panchu has also served as Vice-President of World Fair
Trade Organization, where he organized and coordinated
the fourth International Fair Trade Biennial Conference in April
1997 at Ooty in India. He promoted Fair Trade Forum – India, the
National Network for Fair Trade groups in India during 1998-1999.
He has served as its Founder President upto 2003 and has been part of
the founding team of Asia Fair Trade Forum (now known as World Fair Trade
Organization – Asia) and served as its Vice-Chair for four years.

Panchu also worked closely with Prof. Shyam Sharma, the founder of TARA and was very fond of him. Together they work hard to strengthen the FTF-I network. Panchu has been one of the front line advocates, speaking on the need for Fair Trade that facilitates the Producer partners in reaching-out to better market (mainstream market) and in creating a brand image for sustainable livelihood for a balanced global economy.

Roopa Mehta

Ms. Roopa Mehta is the present CEO of Sasha Association for Craft Producers (Sasha) and the Secretary of Sarba Shanti Ayog (SSA), its associate development organization. She is on the Board as the Managing Trustee of Ruro Agro Services Association (RASA), set up by Sasha to develop natural agro based products, train producers and identify suitable markets. She is presently on the Board of World Fair Trade Organization (WFTO) as an Independent Director. She is also on the Boards of Sadhna, the handicrafts and income augmentation program of Seva Mandir, Udaipur; COMMACT International; and All India Artisans and Craftworkers Welfare Association (AIACA)

Ms. Roopa Mehta graduated with Honours in Economics from the Lady Shri Ram College, Delhi. After her graduation, she did an MBA from Faculty of Management Studies (FMS), Delhi and joined the Taj Group of Hotels in Mumbai as a management trainee. She worked under the dynamic Camellia Punjabi. The atmosphere at the hotel was electric and the professional style of functioning was educative.

According to Ms. Mehta, "even though I enjoyed my work, I felt something was missing. The glitter and glamour of a five-star hotel didn't really attract me. My work was serving no real purpose, I felt. Around that time, I got an offer from designer Ritu Kumar to launch their first outlet in Mumbai. Ritu Kumar was doing innovative work with traditional printers of Bengal and had outlets for a line of clothing in Calcutta and Delhi. After she moved to Calcutta in 1976, she took charge of Ritu Kumar's Boutique in the city. Simultaneously, she enrolled for a course in social communication and photography at Chitrabani. In 1977, she met Subhashini Kohli, the founder president of Sasha and that changed the course of her career.

"Shabbi was working on plans to set up an initiative to develop and promote craft communities and collectives. Her objective was to provide the craft persons and artisans secure and sustainable livelihoods and restore their dignity and pride in their skills through creating markets for their crafts. This work attracted me." said Ms. Mehta.

In between, she had moved to Ritu Kumar's to coordinate design, production and marketing. They had five to six outlets and were growing. For four years, she worked in and out of Sasha. Then in 1981, Ms. Mehta formally joined Sasha as a part-timer as she was still working for Ritu Kumar. It was not difficult as the two jobs were similar. Both required a design and a creative sensibility. Finally, in 1985, she joined Sasha as executive director and started working closely with Subhashini. It was hard work but thoroughly enjoyable. They planned and coordinated with craftsmen in rural areas and gave them direction, support and a sound source of income.

In the early part of nineties, Shabbi and other stalwarts from the Indian and Asian Fair Trade organizations founded the country and the regional networks-

Fair Trade Forum-India and the present WFTO Asia respectively. As an ardent supporter of the global Fair Trade movement, Sasha was deeply committed to promote Fair Trade values in the region. Both Shabbi and Ms. Mehta were deeply involved in Fair Trade,

networking with national and regional members.

From working closely with Shabbi to taking the helm at Sasha after the untimely demise of Shabbi in 2004, Ms. Roopa Mehta focused on all aspects of the organization, especially business development, to take Sasha from strength to strength in the last decade. During her association with Sasha, she was also on the Board of the Fair Trade Forum-India with small breaks from 2000 to 2012 as Treasurer, Secretary and as President. She also served on the Board of WFTO Asia. She relinquished her role as President at FTF-I on her election as to the Board of WFTO. Currently, she is on the Board of WFTO as Treasurer.

With the able steering of Ms. Mehta, both Sasha and SSA have

ventured into new avenues and reached several milestones. She has inspired and motivated a young and enthusiastic team at Sasha and SSA, who strive to keep working towards the vision and mission of the organization and the network of grassroots producers who are an intrinsic part of Sasha's endeavours. For Ms. Mehta the greatest satisfaction comes from the fact that Sasha has brought in visible changes in people's lives & is itself totally self sustained. As a recognition for her hard work, Roopa received the award BE THE CHANGE - Stree Udyamita Samman 2015

by Gandhi Smriti & Darshan Samiti.

Moon Sharma

Sheel Prabha, commonly known as "Moon", Sharma grew up bringing a seed of social change within herself. Since she was very young she was decided to fight for human dignity and rights. Being one of the lucky ones that got the opportunity to go to school, she had proved herself at each step and decided to be independent, living a meaningful life and proving that women are not inferior, but equal, to men.

Her passion about helping the community and disadvantaged people grew when she and her sister began taking literacy classes for slum dwellers and other socially deprived children. As a result she could closely observe and analyse various facets of socioeconomic exclusion/marginalization and the scope for further intervention for betterment! Her rebellious and nonconformist attitude was forged from young. In high school she led protest movements against discrimination and social exclusion and worked to ensure access to education for the most disadvantaged. Deeply involved in social and political issues, she took part on the union and got involved in numerous activities that led her to travel around Europe and to be increasingly aware that the world is not the same for everyone.

Moon's motivation to help others was already in her blood. Her father, Prof. Shyam S. Sharma, was a humble teacher who, in his spare time, visited the poorest suburbs to help people to cope with what little they had. He founded TARA (Trade Alternative Reform Action) Projects in the early '70's with the objective of creating avenues of economic growth for economically disadvantaged artisans and craftsmen of Delhi and its surrounding areas in the unorganized home-based sector. Encouraged by its initial success the project gradually extended its socioeconomic and trade reform activities to the adjoining states, Uttar Pradesh, Haryana and Rajasthan in Northern India.

They provide support in the production and marketing of handicrafts based on Fair Trade principles while also addressing community development needs of grassroots crafts people. With revenues generated by the sales of handicrafts, TARA Projects funds a number of community development projects, such as health programs, non-formal schools, training centres and adult literacy programs which are impacting the lives of hundreds of children and adults, and helping the last ones to stay in school.

Their commitment to the environment includes reforestation projects and most recently rainwater harvesting projects to address the extreme demand for water in many regions of India. TARA has become a leading voice in the movement opposing the use of child labour in India and has spearheaded campaigns against child labour, illiteracy and unFair Trade practices.

Moon is currently the Chief Executive of TARA Projects Association. She has worked actively on strengthening the visibility of Fair Trade through her participation in various national and international social platforms. In 2012, she got elected as the Board member - President of Fair Trade Forum India. She is also actively involved in Emmaus movement. She got elected as the Board member of Emmaus Asia - President in 2013.

Leading a big social enterprise like TARA, she works to bring positive changes in the lives of people in her country, demonstrating that it is possible to move forward with dignity and justice. In 2012, Moon was awarded "Social Entrepreneur" of the year by Franchisee India and "Be the Change Award" by Believe

India.

TARA Projects

Jacky Bonney

What compels a person to leave a comfortable life and migrate to a new unknown place? Away from the comfort and warmth of family and friends. It's sure to be a divine calling. A passion to serve God's people. Jacky Bonney is one such person. Originally from Britain who knows much more about India than any average Indian.

After completing her schooling and nursing studies in England Jacky wanted to work abroad, so after qualifying as a nurse she started to look around for overseas opportunities. The first chance came in leprosy Hospital in Bapatla, Guntur District, Andhra Pradesh She later moved to work in Bethany Leprosy Colony.

Jacky came to India in the early 1980's trying to treat men and women with the wonderful leprosy treatment newly available at that time. People in Bethany Leprosy Colony (BCLA) would be each day in the local town, trying to sustain themselves somehow. With time she sensed the need of finding employment for the women in the colony so that they could be home based and safe even if their men needed to go begging. A novar weaving unit was started in the colony by The Salvation Army but people were afraid to buy the bed tapes from a leprosy colony. Facing this marketing problem, they decided to make the novar wider, dye them in bright colours and make bags for export.

Jacky got to know about Traidcraft and Fair Trade Movement from friends in Britain. They bought whatever they could make for several years until they could grow and reach more customers. Panchu from SIPA, a Fair Trade organization based in Chennai was her early guide to Fair Trade in India and was active in their work for a number of years. Jacky was also instrumental in the framing of the core Fair Trade Principles along with Panchu and other members of SIPA.

Meanwhile, Joan Nabert served with her husband Ed in Bethany Village, north of Delhi, helping people affected by leprosy. Joan became the Co-Founder and director of MESH which helps people who have had leprosy produce and market broiler chickens and hand loom textiles. Later the organization grew and started working with other similar organizations throughout India. The model Joan developed spread to other leprosy colonies and has impacted numerous groups of disabled people from whom MESH buys. Jacky came to hear about MESH and the first consignment of BCLA bags was sent to Delhi for sale in MESH shop and abroad. In 1995 Jacky moved to Delhi to take over

MESH

the job of Executive Secretary leaving the administration of the projects in Bethany to M. Yesudas and an advisory committee including Panchu from SIPA and someone from MESH staff team.

MESH works with approximately 900 artisans with disabilities or affected by leprosy, in 34 producer groups across 12 Indian states; selling their products from two shops in India and by export to 9 countries across the world and providing design and capacity building training.

MESH (Maximising Employment to Serve the Handicapped) has been doing Fair Trade since its inception and is a member of FTF-I and WFTO. The core goal of MESH is to provide employment for people affected by leprosy and people with disabilities. It is motivated

by Christian values which certainly match those of the Fair Trade movement especially in the context of justice, caring and equity. They try and provide opportunities for artisans to learn new things and build their capacity through training programs, workshops, design input and exposure visits. They also conducted a project amongst MESH suppliers using the Fair Wage Guide. Jacky was recognized for her work and got the award BE THE CHANGE-Stree Udyamita Samman 2015 by Gandhi Smriti & Darshan Samiti

"I was asked recently what I had sacrificed with my years in India. It was an easy question to answer...I have not sacrificed anything, working in Fair Trade with people who could benefit from the opportunities has been a blessing in every way. Many people have prayed for me and Bethany and MESH over the years, there prayers have been answered and I am grateful." Jacky stated.

Leela Vijayvergia

When the passion and motivation to create social change is the main reason to wake up everyday, not even gender discrimination can stop a woman from getting what she wants. That's the case of Leela Vijayavergia, a social development professional and former CEO of Sadhna, a Fair Trade certified women's handicraft enterprise.

Leela ji is from a typical middle class family of Rajasthan. Her father was a tailor convinced that education was extremely important so he stood strong to send her to college. She was the first woman college graduate in the region of south-central Rajasthan. After her marriage, she moved in with her husband to take care of his parents. Their financial situation was tough and her father-in-law supported the idea that she should move with her husband to Udaipur and find a job in sewing and tailoring. She proudly says that It was her husband who submitted her application to Sadhna. As they say, the rest is history.

In the year 1988, a project was implemented by Seva Mandir Udaipur, a leading NGO of Mewar region in Rajasthan, with the aim of providing an alternative means of livelihood and income augmentation for the women of rural, tribal and urban slums in and around Udaipur. A small group of 15 women were trained in the skill of appliqué and embroidery. Over the years this small initiative grew into a full-fledged women artisan owned enterprise, creating sustainable livelihood opportunities for marginalized and disadvantaged women of Rajasthan through artistic endeavours i.e. textile based handicrafts- Kantha and Appliqué embroidered goods. In the year 2004, Sadhna got registered as a Mutual Benefit Trust. During all these years the Sadhna family has grown to 700 women artisans, who are all the owner members of the organization. They have their representation at various levels of decision making in the organization. They are also recipients of annual surplus that is generated by the company. To run the operations of the enterprise there are 30 employees who work full-time.

Sadhna is also certified Fair Trade organization and has accreditation from Fair Trade Forum-India and World Fair Trade Organization (WFTO), based in Netherlands. Sadhna's commitment is to empower women, both economically, socially and enhancing their self esteem. Making its artisan members self sustainable and to give them access & control over a significant financial and social resource, a status in their family and society.

For Leela ji, it was an exceptional journey of learning and sharing new ideas that helped her grow both on personal and professional front. She has also been a board member of FTF-I since 2009, where she operates as an empanelled trainer and entry auditor. Her journey with fellow Fair Trade rs has been amazing. She got to meet some of the most dedicated and strong people who are working with the marginalized artisans and producers for their economic independence and giving them a hope for better lives. She continues her association with FTF-I as an Associate Member.



M. Bhupathi

Bhupathi comes from a family of professional wood carving artisans. He originally learned wood carving and turning this art from his father Madhavachari, a state awardee. Madhavachari, a traditional wood craftsman, hailed from Tirupati, making temple chariots among other woodcraft and thereafter under the guidance of learned scholar in the field. He has been active within India's Fair Trade community and is himself an accomplished craftsperson. Along with a few other artisan families, he migrated to Bangalore in the 1960's, where they were trained by the Regional Design and Technical Development Centre.

After his marriage, Bhupathi was given responsibility of supporting his extended family. At the same time, be began to observe the business practices of retail agents in the community and decided he wanted to avoid these intermediaries and create an organization that would benefit the artisans. Bhupathi then established Shilpa Trust in 1992.

Shaping wood into various forms is resulting in shaping lives of numerous artisans. Shilpa Trust provides artisans with children's educational assistance, free health check-ups, social security insurance, a loan program, skill training and product development. Being an organization formed for the upliftment of artisans both men and women without any gender discrimination SHILPA is stressing for their betterment. It is said that great artists are born, not made. Some artisans get their trade and skills from their family, who are engaged in their traditional crafts. But often, impoverished artisans need a thrust from a voluntary organization to be successful in their craft. This is where Shilpa

Trust comes in. The Trust works with economically disadvantaged artisans,

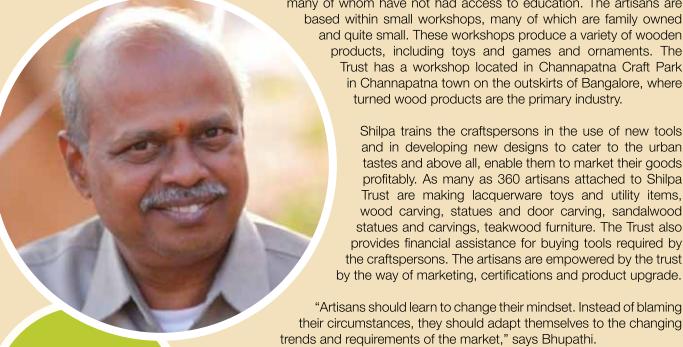
many of whom have not had access to education. The artisans are based within small workshops, many of which are family owned and quite small. These workshops produce a variety of wooden

> Trust has a workshop located in Channapatna Craft Park in Channapatna town on the outskirts of Bangalore, where turned wood products are the primary industry.

> Shilpa trains the craftspersons in the use of new tools and in developing new designs to cater to the urban tastes and above all, enable them to market their goods profitably. As many as 360 artisans attached to Shilpa Trust are making lacquerware toys and utility items, wood carving, statues and door carving, sandalwood statues and carvings, teakwood furniture. The Trust also provides financial assistance for buying tools required by the craftspersons. The artisans are empowered by the trust by the way of marketing, certifications and product upgrade.

"Artisans should learn to change their mindset. Instead of blaming their circumstances, they should adapt themselves to the changing trends and requirements of the market," says Bhupathi.

The evolution from being artisan to artisan entrepreneur and from there to artisan leader wouldn't have been possible without his high commitment to Fair Trade.



Shilpa **Trust**

Mathew John

"Dreams are just fleeting moments but they leave you with enough energy to aspire for the next peak." Mathew says. He started working after college, which led him to be in touch with colleagues that shared his journey of life. At a soon stage, he was in the mining areas of Bihar where encounters with elephants seemed to outweigh every other memory. This experience taught him to persevere and produce outputs against all odds. Keystone was born in 1993, on the banks of the Paddariver (tributary of the Ganges, in Bangladesh) with two friends and colleagues of Mathew with whom he continues to debate and enjoy life, 25 years on. It was just a dream but it soon took hold of them and a year of backpacking in Tamil Nadu. To reach out to honey hunters changed Mathew's life – their culture, their traditions and their links to the market, were challenges that soon became his challenges too.

The initial years were spent in building a relationship and getting to know these Adivasi communities in the Nilgiris. Their perspective on life was actually a de-learning exercise for him – keeping aside his own notions of development. However, they were clear that Conservation, Livelihoods & Enterprise would be three key pillars of Keystone's work. This has been important as he realized that these important concepts need to constantly work in harmony and cannot be at the cost of the other. That has been the key to creating a separate entity, Last Forest, which would build and provide a platform for value added produce from small communities of farmers, producers and harvesters.

Apart from working as a part of Keystone/Last Forest, it has been extremely important that he engaged with other stakeholders in the organic and Fair Trade world – it is these principles that bind thoughts and actions. Being a part of International Federation of Organic Agriculture Movements (IFOAM) has allowed him to create a space for small and marginalized groups – to understand that the organization needs to be inclusive and reach out to the millions of producers who follow organic principles as a way of life and not just as a market tool. Also, it is incumbent on them to find out-of-the-box solutions that will allow small individuals and groups to access the market without getting caught up in the bureaucracy and regulations that seem to drive the present world. Simple but extremely crucial principles of trust, transparency & innovation need to underpin Keystone's efforts.

Similarly, involvement with Fair Trade Forum – India has allowed Mathew to focus on working together with like-minded groups so that they could reach out to the consumer. It is extremely important that such important concepts, including Slow Food, work together to build strong networks that are able to face challenges in a fast changing world but also provide strong practical solutions.

However, Mathew states that "one of the greatest challenges that remain is how do we get small and marginalized communities to become actual partners and stakeholders in these processes.

Many times, we are still in the driver's seat and struggle to find bridges that will stand the test of time. Hopefully, stirring examples of outstanding work will continue to inspire us as we look to create solutions."

He is creator of 'Green Shops' and active proponent of PGS (Participatory Guarantee System) in India. FTF-I values his contribution in Branding of Fair Trade India Shops.

Keystone Foundation

Indraani Singh

Indraani is one of those women whose dreams are high as sky. Being the first woman in Asia to fly an Airbus 320, the first woman commander of a wide and also a First Officer.

Being first officer in Kolkata, she got to see nuns working in the slums without flinching about the dirt and filth of their surroundings, an experience that hit her so hard that created the need in her to do something for her country.

In 1996, Indraani along with other people founded the Literacy India trust with focus on empowerment, education and employment. Starting with just five children and operating out of a construction site in Palam Vihar, Gurgaon, Haryana, her initiative now runs six projects which reach out to over 30,000 children, women and youth across the country.

Literacy India has traversed a path breaking journey in the last 19 years. It has focused on bringing about a qualitative change in the lives of underprivileged, underserved children by giving a different meaning to education. The organization is running Jagrukta (Awareness), Vidyapeeth (Non- formal School program), Pathshala (Bridge course, School main streaming and Supplementary Tuition program), Gurukul (Higher Studies through Partners School & Colleges), Karigari (Vocational Training) and Shiksharth (Talent Building) program. They are currently focusing on digitizing the literacy program.

It has created an environment where the children are encouraged to develop their own personality by making education a fun activity and delivering workshops on group learning methods, drama, dance, creative arts and other non-traditional methods of learning.

In 2004, she also started 'Indha', a self-help group for women to earn money through marketing their handmade products. It aims to create a community based livelihood enhancement models to reduce poverty in rural and semi urban on a sustainable basis.

A lot of big business houses and global names have come forward to support Literacy India such as Dell, KPMG, Encore, UPS Foundation, Teleperformance, American Express, CAF India, Global giving, Fluor Daniels, Bombay Store, Coca Cola India, Bharti Group, Hero Honda, PVR Nest etc.

Indraani has won the Godfrey Philip Special Award for Bravery in Social Cause, Women Achievers Award 2009 by the International Congress of Women and BE THE CHANGE
- Stree Udyamita Samman 2015 by Gandhi Smriti& Darshan Samiti, Fair Trade Forum-India and Believe India for her extraordinary contribution in the field of social development. She was also featured in the Limca Book of Records and was the Key speaker on Non-profit and

Education at the 14th Wharton India Economic Forum in April 2010.



Literacy India

G.K. & Chinni Swamy

In the words of Craig D. Slovak – "I admire and respect those unique and positive individuals who can age without aging. The number of times a heart beats is not as important as its tempo and rhythm." Living in the foothills of Himalayas, one such beautiful couple for whom it can admirably be said is Mr. Swamy & his wife Chinni.

"Why should we plan? I don't believe in planning. Life takes it course on its own", says Mr. Swamv. Their story begins in Mumbai. Unhappy with the fact that Mr. Swamy had to travel for work for around 20/25 days a month, diabetes arising and stress growing in their lives, they started to wonder how worthy it was to earn all the money and spend it in the lifestyle they were having. Can't we live with less money? Or no money at all?. That was the trigger. With no phone, car or nothing beyond essentials, they arrived to Purkal, a small village between Dehradun and Mussoorie. Mr. Swamy wanted to help children learn better, so he started teaching a few children in their house. He taught the first batch. The next year, when they had another batch, Chinni cooked and fed the children and also taught the new batch. And suddenly they realized that was their purpose, their driver.

They decided to finally settle in Purkal. Mr. Swamy started a school for children from nearby villages and Chinni decided to introduce the women of those villages to a little known craft form- 'Patchwork', making quilts and other accessories. Slowly, over the years, Chinni has introduced the world to these handcrafted quilts through an entrepreneurial venture-'Purkal Stree Shakti Samaiti' (PSSS).

Stree Shakti is a registered nonprofit organization empowering women to produce textile products such as quilts, cushion covers, bags, stoles etc. Their signature products are patchwork and appliqué quilts. Stree Shakti retails its products through their shop at the women centre in Purkal, their online stores and exhibitions across the country. They also have retail partners in the US and UK.

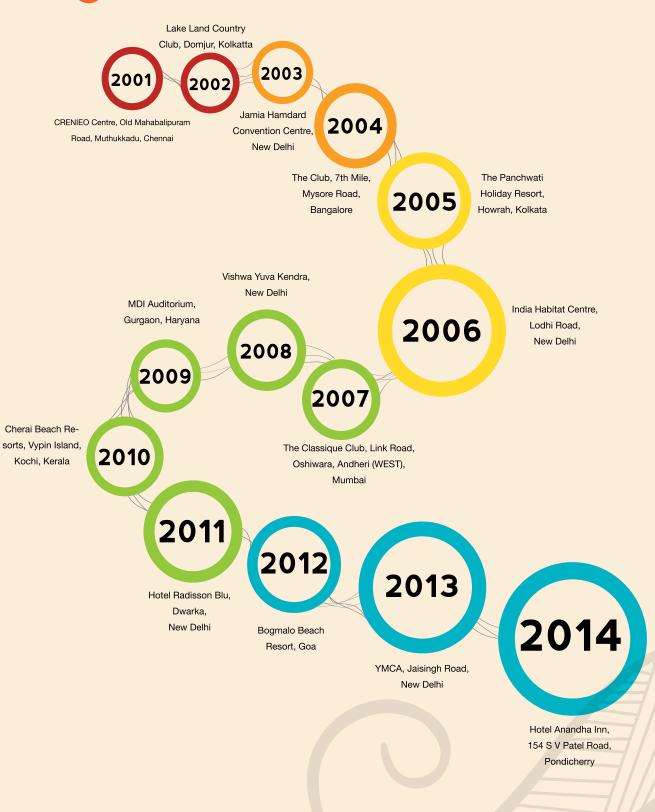
PurkalStree Shakti Samiti

The women are enrolled in a program where they receive training, tools and workspace to produce handmade products. The women are organized into Self Help Groups to do their creations which are then sold throughout India and internationally. Other than trade, the women are trained in retailing, accounting and finance management. Women's education, health and nutrition are also looked after. Chinni became a Fair Trade spokeswoman after she heard about the concept and got FTF-I membership. It was very easy for them to adopt the principles since most of them were already being followed intuitively. Apart from all the activities undertaken by PSSS, they also tied up with another NGO to collect the garbage and segregate between recyclable and non-recyclable waste.

In terms of challenges, there are two. First is production & meeting the demands of the seasonal market. The other is the money crunch which Chinni says is more for their welfare programs than scaling up their business. The couple's belief is – "Give women skills, health and nourishment. Teach them how to organize themselves and provide a well capitalised business with a growing market to manage. They will turn into entrepreneurs managing a good business that will sustain generations. Social evils will dissolve and women will become partners, models and leaders."



National Conventions & AGMs



Shyam Sharma

Memorial Lecture



The Shyam Sharma Memorial Lecture was started in 2010 in the memory of Fair Trade Soldier - Prof. Shyam S. Sharma, who passed away on 24th December 2009. He was the Founder of TARA Projects, a renowned Fair Trade organization and Fair Trade Forum-India, the First National Network for Fair Trade in India. The objective of the lecture series is to address the masses on the relevant key issues in India and how Fair Trade can aspire to be a solution to it. This public lecture is delivered each year during the inauguration ceremony of FTF-I National Convention.

Following are the list of Lectures delivered:



2010-Addressing
Issues of the
Grassroots: The Role
of Fair Trade
By: P. V. Rajagopal,
Eminent Social Activist
and Founder of Ekta
Parishad



2011 - Food and International Trade Policies in context of Fair Trade By: Dr. Devinder Sharma Renowned Economist



2012 - Corruption: A Road Block to Development
Jointly delivered by: Dr. Kamal Taori, IAS (Retd), noted author
and founder Rural Business Hub Foundation India and Irmel
Marla, Chairperson, International Institute for Holistic Research
and Voluntary Action (India-Germany)



2013 - Metamorphosis of Fair Trade By: Rudi Dalvai, President, WFTO, The Netherlands



2014 - Livelihood, Entrepreneurship & Fair Trade By: Lion. Prof Ratna Natrajan, *MJF*

Fair Trade in the Media













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The Changemakers









'वुमेन फॉर वुमेन' अभियान की हुई शुरुआत





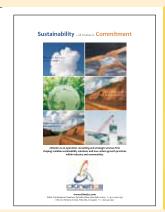


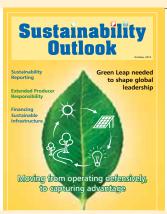












FTF-I Campaigns































































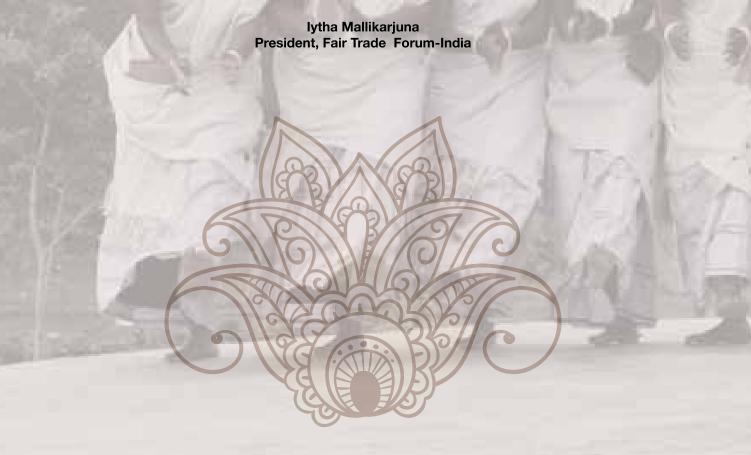








"As always, there is more to do. The Fair Trade actions need to translate into improved quality of life, to conscious consumerism, to more just and sustainable terms for international trade. Your commitment to Fair Trade —alongside the actions of thousands of others like you—is making a big difference. Sales of Fair Trade products are growing every year, and the deepening commitment of organizations and individuals is testimony to Fair Trade 's continuing success all over the world. Every purchase, action, and event supporting Fair Trade is a seed that cultivates a stronger and more cohesive movement. To realize the fruits of this movement in India, the role of various stake-holders like Government, conscious consumer, civil society organizations, SME's, is going to be very crucial."





FTF-I Members (as of September 2015)



Marketing Organization

Resource Organization



Producer & Marketing Organization



















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Tribal Cooperative Marketing Development Federation (TRIFED)

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Art Craft and Hertage of India















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The Ants Craft Trust

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KERALA

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MADHYA PRADESH

Bhopal Rehabilitation

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MAHARASHTRA

Asha Handicrafts Association

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Creative Handicrafts

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Shop for Change (SFC)

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Cottage Industries

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W: www.cottageindustries.co.in



Imagination

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Gramin Vikas Evam Chetna Sansthan

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Aurospirul

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Last Forest Enterprises Private Limited

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Mereville Trust

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Noah's Ark International Exports

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Pushpanjali Exports

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Pushpanjali Fair Trade Pvt. Ltd.

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Self Employed Women's Association (SEWA)

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UTTARAKHAND

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Kumaun Grameen Udyog (KGU)

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W: www.kilmora.in

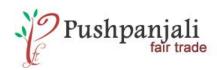




































Fair Deal Craft



Mahila Umang Samiti

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WEST BENGAL

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Equitable Marketing Association (EMA)

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Fair Deal Craft

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Madhya Kalikata Shilpangan (MKS)

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Sasha Association for Craft Producers

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Tomorrow's Foundation

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List of Associate Members

Anamika Purohit, Jaipur, Rajasthan Anurag Mittal, Agra, Uttar Pradesh Devasmita Sridhar, Kolkata, West Bengal Dimple Chatterjee, Puducherry Karthikeyan Vaidyanathan, Bangalore, Karnataka Leela Vijayvergia, Jaipur, Rajasthan







SILENCE











Manisha Jani, Jaipur, Rajasthan Mohan Lal, Jaipur, Rajasthan Rajni Kant Sharma, Janakpuri, Delhi Satyabrata Roy Bardhan, Kolkata, West Bengal Srita Bhol, Bhuwaneshwar, Orissa Sumithra Prasad, Chennai, Tamil Nadu



Annual Report 2014 - 2015

This segment consists of the activity and financial report of Fair Trade Forum-India for the year 2014-15. In the past year, FTF-I conducted various programs and activities under the 'Fight against Child Labour' project, Fair Trade Promotion, Fair Trade India Brand Building and Market Facilitation.



Highlights of Activities

"The concept of Fair Trade" addresses the diverse facets of exploitative strategies of mainstream trade and business which restrict the avenues of prosperity to a handful of the world populace. The concept aims to give justice to all the stakeholders of the trade. It gives due consideration to the human efforts involved in production besides aiming to end… curses like child labour. It accommodates… concerns about unrestricted aggression on (the) environment in the name of development. It pledges to eliminate - or at least reduce - all kinds of exploitation from the arena of trade by bringing in the culture of transparency".

Late Prof. Shyam S. Sharma



Secretary's Note

I am glad to share with you the activity report for the year 2014-2015. It has been a fulfilling and challenging year for FTF-I. Firstly, I am glad and proud that we have completed 15 years of existence, with a lot of impactful history, and at the same time looking forward to an interesting yet challenging future.

We are proud to share that we successfully completed the project on 'Sustainable Solution in the fight against child labour in home-based craft production', in January 2015. It has been a tremendous experience working to improve the lives of children and bringing smiles on their faces. The National Conference on the project saw more than 130 delegates and speakers from across India.



Initiating further on branding shops and products has helped to increase sales and we are making sure to keep innovating in that direction. We had the shop mangers workshop in July 2014 which was fruitful in providing training on retail dynamics and on the Fair Trade India brand to representatives from our branded shops. In March 2015, FTF-I along with Gandhi Smriti and Darshan Samiti and Believe India launched the 'Women for Women Campaign', in which women entrepreneurs and change makers from different fields were recognized and awarded. This event was followed by Stree Udyamita Haat and exhibition-cum-sale at Gram Bharat, New Delhi.

Apart from that Fair Trade organized several fairs and exhibitions to promote interaction and exposure in the market. In November we helped to organize an exhibition at Dilli Haat in Delhi; the Indian Heritage Fair Trade Haat in Vadodra, Gujarat in December 2014; and a mega event at Gram Bharat, R.K. Puram, in March 2015, which helped our members to showcase their skills. Such events always help members to exhibit their beautiful handmade products.

Now with 121 member organizations, we are reaching more than 2 lakh 50 thousand artisans performing a great job. For 2015-16, we are looking forward to competing with our self again and to becoming ever more productive in providing marginalized artisans with increased market access and tocontinue raising awareness and understanding of Fair Trade throughout the country.

We are committed to supporting and working for our members in the activities they do and need their assistance and support as well to work continually in a positive direction. We seek to build capacity of the member organizations so they are betterable to articulate development issues. We are also planning to start a Business Development Services Activity for our members, in which we'll be providing all the necessary support to our members in the coming year ahead.

Sudeshna Mitra Woodhatch Secretary

"Sustainable Solutions to Fight against Child Labour in Home based Craft Sector in India"

The three year (2012-2015) project 'Sustainable Solutions in the Fight against Child Labour in Home Based Craft Production', implemented by Traidcraft Exchange (TX), Fair Trade Forum India (FTF-I) and Centre for Education and Communication (CEC) was successfully concluded in January 2015. The project was supported by the European Union.

The project focused on improving the quality of life of children involved in home-based craft works and promoting their best interests; ensuring quality formal education for children involved in home-based work and/or children of home-based workers; addressing the causes of child labour in home-based works; ensuring minimum wages to home-based workers; using Fair Trade as a starting point to understand the different ways in which child labour can be eradicated in India.

The project was able to disengage children from regular remunerative work, engage them into formal schooling and reorganize craft production in the absence of children and also to engage and manage the role and responsibility of each stakeholder. The project supported the bridge schools, sensitising the community, main streaming children to formal schools, developing training for instructors, introducing vocational training courses and forming groups of youth for community mobilisation and outreach to public services.

The project was successfully implemented through the 13 learning centres. 6,348 families and 15,960 children were reached through the project. A total of 1833 children (towards the target of 700 children) were reached directly through learning centres. 774 children (against the target of 400 children) have been main streamed to formal schooling in the project locations. It's a commendable achievement that we could reach to 809 girl child, in which 343 were main streamed into formal schooling.

SI.	Name of the producer organization	Location		
1	Phayet Janta Chilaba Kandra (NCO)	Jaffrabad, Delhi		
2	Bharat Janta Shiksha Kendra (NGO)	Seelampur, Delhi		
3	Service Civil International (SCI)	Nangloi, Delhi		
4	HOPE Worldwide (India)	Sangam Vihar, Delhi		
5	- 0	Daryaganj, Delhi		
6	The Child Trust	Rehpura, Firozabad (UP)		
7		Bhatti, Delhi		
8	Literacy India	Neb Sarai, Saket, Delhi		
9	Conserve	Bahadurgarh, Delhi / NCR		
10	HANDS Worldwide	Meenagali, Moradabad (UP)		
11	10 at 50 Worldwide	Shivgali, Moradabad (UP)		
12	TARA Projects Association	Labour Colony, Firozabad (UP)		
13	IAIIA I TOJECIS ASSOCIATION	Nikaun Village, Firozabad (UP)		

Five focus areas emerged from the advocacy with the Government to improve the policies. A comprehensive model for Sustainable Development was prepared with a focus on 1. Ensuring minimum wage and social security benefits, 2. Creating transparent supply chains, 3. Facilitating access to basic amenities, 4. Raising awareness on Child Labour policies 5. Mainstreaming to formal schooling.

A model for addressing child labour issues in the home-based crafts sector in India is developed through action research with inputs from a multi- stakeholder group.

Comprehensive Model for Sustainable Development

Government bodies commit to develop/implement policies to support the implementation of the model. Private sector commit to changing business practices to support the implementation of the model. Nearly all the stakeholders i.e. children, parents/ guardians, youth, buyers-private sector institutional buyers, intermediaries, enterprise owner, district government and state government - were consulted during planning, designing, implementing or on reflecting on the model. The project was executed over a period of three years based on a five-pronged model developed through rigours consultations with all stakeholders in combating child labour. It initiated an action research in developing a locally appropriate and relevant model addressing the issue of child labour in the home-based craft sector.





An anti-child labour awareness rally was taken out by the children of Nikaun village in Firozabad, Uttar Pradesh on June 20, 2014.



Awareness of the community about their rights, duties and various schemes of the government.





15960 Children reached through the project



6348 Families reached



1833
Children reached through
Learning Centres



774
Total mainstreamed children



809
Girl Child reached through learning centres



343 Girl child mainstreamed

In order to impart quality education to children in learning centres, the instructors and teachers were trained on different method of teachings and learning as per the need of the children in their respective learning centres.

Children who were attending learning centres were helped to attend government schools by teachers. Teachers at learning centres helped children in enrolling in formal schools, a total of 774 children were mainstreamed into government schools with the help of the project.

Three national multi-stakeholder workshops were organized in the project lifespan and during these events inputs were obtained on the blue print prepared for roll out of the model and experience of implementation was disseminated in the final one.

Under the supply chain intervention three organizations worked to improve their record keeping and bring about transparencyi.e. BJSK, Literacy India and HANDS. The project gave some contractors and workers training on how to maintain records and made the relationship between them clearer and smoother, benefiting them all. This was, perhaps, the first step taken towards transparency in the supply chain.



Parent-teacher meetings at various learning centres across the project field areas to increase the parent-teacher-children interactions



Children of Literacy India Learning Centre at Nab Sarai, Delhi



Pooja showing her Aadhar card



47 Craft Producing groups supported



Trainings conducted on public provisions



government schemes





119



Workers linked to other Workers linked to health Youth group Workers linked schemes and insurance meetings held to artisans cards



Medical camps beneficiaries



Workers attended Supply Chain Training



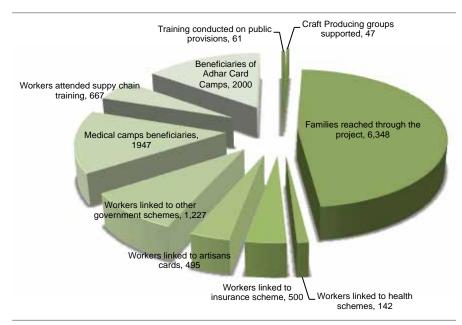
2000 Beneficiaries of Aadhar Card Camps



Trainings conducted for Teachers



Youth participated in **Vocational Training**



495 workers submitted their application forms for artisan cards with the effort of the project team. Workers were linked to various health and insurance schemes.

1,227 workers were 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 Balika Vidhalaya which gives public assistance in case of unemployment, old age, sickness and disablement, Swavalamban- a pension scheme to the workers in unorganised sector. Medical camps were organised, which benefitted 1947 community members.

Door-to-door surveys were conducted to identify children and analyse their status

(working, studying, working and studying and neither working nor studying); convincing parents to send their children to school by underlining the importance of education; incentivising education with mid-day meals, free uniform, free books; vocational trainings were conducted; and flexible scheduling of classes are some of the examples from activities which were undertaken to get children to enrol in the centre.

Teachers were trained on good pedagogical practices (including visual-based teaching for better outcomes) and on community action to build awareness and change attitude towards child labour.

Public provisioning being an important aspect of the model, looked into strengthening health and basic facilities for home-based workers. Awareness about health and hygiene and safety at home and also about government schemes awareness was spread through communication.

Research exercise was conducted extensively throughout the project locations, including the five districts of Western Uttar Pradesh and the National Capital Region (including Noida, Gurgaon) of Delhi. It identified, examined and studied existing interventions in both Fair Trade and non Fair Trade supply chains. This was done by mapping stakeholders in the supply chain, identifying home-workers, home-based craft workers, home-based child workers, etc. among other things. It also examined the nature of supply chain, government's and other ongoing initiatives and locating learning centres.

A majority of the advocacy activities at different levels- national, district and local were carried out during the project. Advocacy activities on a broader perspective of the project addressed issues including: changes/amendments to CLPRA – in the definitions and schedule; implementation of the right to education; adequate formal schools; improved technical education; fixation of minimum wages for home-workers, etc. among other things. A total of 13 RTI applications were filed in various government departments from the select project locations in Firozabad, Moradabad and Delhi.



A multi- stakeholder network (including representatives of parents, children, community members, craft producers, civil society, exporters, retailers, international Fair Trade buyers/organizations and the Indian Government) met regularly to address issues of child workers in the home-based craft sector.

During the multi-stakeholder meetings and the national conference held in New Delhi the officials from the District Commissioner Handicrafts (DC(H)) have maintained a dialogue as to how the minimum wages, home based work and different government schemes to benefit the workers were tried to regulate so that they reach out to those who were being entitled to their benefits.

Child Labour International Advocacy Initiatives

During the project period, Traidcraft Exchange worked to come out with a study to capture the learnings and good practices from both commercial and Fair Trade companies, NGO's and unions who are actively addressing child labour in home-based craft sector. The study-"Strategies for combating child labour in home-based craft production", was carried out by Peter Williams, a consultant for HWW (Home-Workers Worldwide) and Jane Tate, HWW Director. The study was conducted with a selection of key European businesses who are members of organizations like Ethical Trading Initiative (ETI), Traidcraft Exchange and European Fair Trade Association. The 'sustainable model' to eradicate child labour through the supply chain is the result of this study.



"Preventing Child labour in Home-based Craft Production- A Practical Toolkit "was also developed in response to requests from companies for practical guidance and examples of good practice to support their efforts to address child labour in the home based craft sector. The toolkit focussed on the areas in which the companies can intervene and change their approach of work like- Best interest of the child, Transparency and Openness, Engaging with Communities, Understanding local context and Working together.

National Conference on Supply Chain Model for 'NO CHILD LABOUR' in Home based craft sector in India

Fair Trade Forum-India, in association with Traidcraft Exchange and Centre for Education and Communication

organised a National Conference on Supply Chain Model for 'NO CHILD LABOUR' in Home Based Craft Sector on the 08th of December 2014 at India Habitat Centre, New Delhi to disseminate the project outcomes and best practices and a cultural event on the 9th of December 2014 at Gandhi Smriti, Rajghat, New Delhi. The Conference was an overwhelming success, attracting 130 delegates and speakers from all over India including Government, EU Delegation in India, Corporate, Fair Trade organizations, Educational institutions



and NGO's and provided great intellectual and social interaction for the participants.

Fair Trade PROMOTION

World Fair Trade Day 2014- 'Fair Trade PEOPLE'

Fair Trade Forum-India along with its members, celebrated World Fair Trade Day (WFTD) 2014. This WFTD theme was 'Fair Trade people'. The people who are part of the global Fair Trade voice, that include-the producers and artisans, consumers and individuals who support Fair Trade, social entrepreneurs, Fair Trade organizations, the Fair Trade networks and the advocates and promoters of Fair Trade. Various events and activities were held across India by the Fair Trade organizations during the period from the 1st to the 15th of May 2014. These included- school awareness programs and competitions, Consumers Meet, Talks, Seminars, Signature Campaigns, Discount and Sales at Fair Trade shops and various Workshops and Trainings for producers and artisans. FTF-I also promoted its Fair Trade brand- Fair Trade India through different promotional events at the thirty Fair Trade shops.

TARA Projects, Delhi celebrated WFTD 2014—'Fair Trade People - Diversify with Fair Trade', along with its artisans/producers, staff members, invitees from Fair Trade India network and its Delhi members FTF-I, the national network for Fair Trade in India and Fair Trade Delhi members — The Child Trust, Conserve India, Usha Exim, Literacy India, World Family





Forum, graced the occasion to stand in solidarity and to celebrate this special day together. Around 200 persons comprising of artisans, social activists, government officials, students and representatives from Fair Trade organizations participated in the program. The program was a combination of debate on Fair Trade, interactive group activities with the producers, discussions, skit and a grand Fair Trade feast.

Asha Handicrafts, Mumbai celebrated WFTD by organising various health and awareness camps for its artisans and promotional events at 'Karigar' shop. They organised eye check-up and sugar test for its producers to explain the importance of a healthy lifestyle. They also conducted awareness workshop for men and women producers where they explained them about Fair Trade and its goals to work for their rights. They also created few promotional and visibility communication materials like 'I Support Fair Trade Call Out' placards for their shop to mobilise the customers visiting the 'Karigar' shop on WFTD.

At The ANTS store Bangalore, they organised Fair Trade promotional events and offers for customers at their shop.

CRC Exports, Kolkata celebrated WFTD with their team at CRC office. The program was a combination of Fair Trade product displays and sale, games, sports, song presentations and discussions.

Calcutta Rescue, Kolkata, one of the FTF-I members, celebrated Pre Fair Trade Day with Calcutta International School's Earth Group. The group discussed about Principles of Fair Trade and the benefits of Recycle and Reuse.

Sasha, Kolkata rolled out some well planned events from 3rd May onwards. They organised drawing competition at Asha Niketan. A workshop by Mr. Ram Bhat on 8th May for selected Producer Groups on principles of Fair Trade and how to integrate the concept into their trade practices. A signature campaign at Forum Mall 9th May which attracted crowds in huge numbers. It aimed at sensitizing and creating awareness by displaying SASHA products. Special mention needs to be made of SASHA Facebook profile that kept pace with the happenings in and around the organization. The World Fair Trade Day event finally peaked with the Coffee Meet at Sasha Shop. "Friends of Sasha" privilege card offer for committed customers and patrons was launched on the 10th May to mark the World Fair Trade Day and welcomed the loyal customers to a friendly and an informal social gathering. A Signature Campaign was also organised by Sasha at Dastakar Nature Bazaar, Kisan Haat, New Delhi. Participating organizations were- Sasha, Sadhna, Arunim and Mahila Umang Samiti who have their permanent shops/stalls at Kisan Haat, Gali-e-Khas.

AIM - Art Illuminates Mankind, Kolkata family had a really good time celebrating World Fair Trade Day at Art & Craft Development Centre - MORAM near Shantiniketan, Birbhum (West Bengal). A total of 300 tribal artisans, mostly women from various villages that are part of the Fair Trade initiative. The craft development & training for tribal artisans included tie-dye, batik, Kantha and bamboo craft. The Livelihood Training Programs were conducted in collaboration with the West Bengal Tribal Development Cooperative Corporation Ltd. (Government of West Bengal).

Kadam Haat, Kolkata celebrated WFTD with their whole team and their artisans. The theme of their program was "the hands that work hard". They had interaction secession with their artisans and educated them with the values and principles of Fair Trade. Also gifted especially designed t-shirts to the artisans on the occasion.

SETU, Jaipur organised an interactive session for promotion of Fair Trade principles for the students of Jaipur National University (JNU)' based at Jaipur, Rajasthan. A Signature Campaign was carried out jointly by SETU Society & city based prominent NGO's as well as FTF-I members namely **Jan Kala Sahitya Manch Sansthan** and **Nav Srijan Societies** at City Palace and Jantar Mantar Jaipur, Rajasthan.

Purkal Stree Shakti Samiti, Dehradun, celebrated WFTD with their women artisans and loyal Fair Trade customers. They had organised games and special gifts for the women and a small workshop on Fair Trade. The customers also enjoyed tea and snack at 'Purkal shop' and attractive discounts on products.

Fair Trade Fortnight 2014 - 'Fair Trade PEOPLE'

Fair Trade Forum-India, along with its members celebrated **Fair Trade Fortnight from the 02nd to the 16th of October 2014.** The theme for this year's celebration was **'Fair Trade PEOPLE'**. The people who are part of the Fair Trade voice, that include-the producers and artisans, consumers, individuals who support Fair Trade, social entrepreneurs, Fair Trade organizations, the Fair Trade networks and the advocates and promoters of Fair Trade. FTF-I members across India organised various Fair Trade awareness and promotional events and programs to spread the message of Fair Trade in India. FTF-I supported the members by providing promotional materials like posters, banners, Fair Trade merchandise and materials for signature campaign for 'I SUPPORT Fair Trade '. FTF-I also did social media Fair Trade campaigning by posting inspiring 'Fair Trade Stories' of 'Fair Trade People' on FTF-I Facebook page and website through- '15 days 15 stories' during the Fortnight period.

A Fair Trade Awareness program was organised by Jan Kala Sahitya Manch, Jaipur, Rajasthan, jointly with two more members from Jaipur- **SETU**-The Bridge to Artisans. More than eighty students and IICD faculty and faculty representatives from USA and France (two each) participated in this awareness talk.

The Ants Craft Trust, Bangalore celebrated Fair Trade Fortnight with their producer groups from Northeast. They visited different artisans group in different parts of Assam, Meghalya and Manipur, promoting Fair Trade by holding Fair Trade workshops and events at each place. The Ants along with Aagor Dagra Afad, shared about Fair Trade, its principles and how FTO's all over India are working with artisans and producers to provide them a Fair Deal for their products and empowering them through

T-shirts to all the producers.

producers to provide them a Fair Deal for their products and empowering them through various social development programs. The Ants distributed Fair Trade Forum-India's merchandise like caps, posters,



A Festival cum Solidarity Sale was organized at TARA in New Delhi from 25th September to 22nd October 2014. The objective of the Solidarity Sale was to sell the fair produced crafts to support Solidarity and Community projects as part of the Fair Trade Fortnight celebrations to reach the consumers. The Sale received good response and a number of visitors from the nearby offices and localities visited the Sale, appreciated and bought the crafts. Useful information spreading awareness about Fair Trade was exchanged between the customers and volunteers of TARA.

SIPA, Chennai and Fair Trade Forum-India, New Delhi jointly organised a workshop with the Department of International Business, Puducherry University. Prof. Dr. Ratna Natarajan, Former Faculty of Puducherry University and Past Dist. Governor was the special guest in the program. The workshop was presided by Dr. P. Sridharan, Head - Department of International Business and Dr. K.Panchaksharam from SIPA. Dr. Panchaksharam explained the students about the concept of Fair Trade and its development since its inception and the role of SIPA in promoting Fair Trade in South India. He also introduced few artisans - a National Awardee, Mr. Munusamy and Mr. Riaz khan, Social Entrepreneur. Subsequently, they also shared their experiences with Fair Trade concepts and their adherence in promoting Fair Trade to the satisfaction of the Consumers and to their satisfaction & pride.





Market Facilitation

'Fair Trade Shop Managers Workshop'

Fair Trade Forum – India conducted a two day workshop on 'Fair Trade India Brand and Retail Operations' for Shop Managers from the 12th until the 13th June at Manipal County Resorts, Singasandra, Bangalore. The training program intended to impart the retail dynamics and understanding about the Fair Trade India brand to the participants. This workshop was organised for the Fair Trade India brand shop managers/sales & Marketing Executives, who are closely managing the Fair Trade India brand image and marketing of the Fair Trade business. The member organizations planning to open a shop/store or ready to join the Fair Trade brand within the current fiscal year were also welcome.

The session on branding was taken by Mr. Stanley Grace and Ms. Archana from a brand and communications specialist company-Viamedia, based in Coimbatore. A prime attention was given to explain the new changes under FTI branding. Mr. Mathew John from Last Forest Enterprises, Kotagiri and Mr. Pradeep Krishnappa from The Ants store, Bangalore, who both have their retail outlets under the Fair Trade India brand explained the



new MoU developed by FTF-I for the usage of the Fair Trade India brand logo on the basis of 'annual user fee' charged by FTF-I to its members with effect from the 01st of April, 2014. They also explained the 'FTF-I User Manual' and 'Guidelines document' developed by FTF-I to use both the 'FTF-I Member logo' and 'FTI logo'. The participants were also taken on a field trip to one of the Fair Trade shops under Fair Trade India brand- the Ants store.

The session on retail was taken by Mr. Vijay Rego, a Management consultant and Corporate Trainer. He tried to inculcate the intricacies of retail and its detail in day to day store functioning and data analysis. His sessions were interactive, filled with hands-on experiences and case studies. A major emphasis was placed on financial planning and costing. This was supplemented by practical exercises on costing and margins. Participants were also asked to share their store data and the impact of the Fair Trade brand on their performance was also discussed.

Overall, the workshop proved to be fruitful and of practical usage for the participants.

Jaypee Fastrack Carnival, October 19th, 2014

FTF-I facilitated the participation of TARA Projects, Delhi and Gramin Vikas Evam Chetna Sanathan, Barmer, at Jaypee Fastrack Carnival, organised by Jaypee Greens Sports City and Investors Clinic on 19th October 2014 at Budhh International Circuit, Sec-25, Greater Noida, Delhi / NCR. The corporate event saw people from Jaypee Groups various offices all over Delhi to celebrate the Diwali festive season together. TARA sold lots of candles and fashion jewellery, whereas Gramin Vikas sold beautiful appliqué and Kantha work bed sheets and cushion covers. FTF-I also had information cum Fair Trade merchandise stall, where it could generate enquiries related to membership and business. FTF-I also sold few of its merchandise like desk-top boxes, bags, pens etc. Ms. Annie Mookerji from Jagan Institute of Management Sciences, Delhi assisted as a volunteer to promote Fair Trade among the visitors, along with Ms. Amy and Mr. Dev from FTF-I team. Mr. Koen from Netherlands, an intern from FTF-I also participated in this event.



'Women in India' Exhibition

FTF-I facilitated the participation of nineteen Fair Trade organizations in the exhibition organized by the Union Ministry of Women and Child Development at Dilli Haat, INA, in New Delhi from the13th to the 19th of November, 2014. The Exhibition displayed the products and handicrafts by women from all over India and it was inaugurated by the Secretary, Ministry of Women and Child Development, Shri Vinay Sheel Oberoi. The exhibition was dedicated to Women of India so that the women entrepreneurs and artisans especially from rural India could get an opportunity to exhibit and sell their products. FTF-I also promoted the Fair Trade India Brand in this fair. The stalls were branded with Fair Trade India brand logo and collaterals. The Fair Trade brand added value to the products which helped in selling the products. The stall managers also shared about Fair Trade with the customers.



Indian Heritage Fair Trade Haat

Fair Trade Forum – India in Partnership with Dharohar organised "INDIAN HERITAGE Fair Trade HAAT" from 25th to 28th December 2014 at Ved Trans Cube Plaza, Central Bus terminus, Vadodra, Gujarat. The fair provided a platform to nationwide artists for presenting and enhancing their talent. The event was a combination handicrafts exhibition, live shows, music and band performances, cultural dances and songs etc. There was also a drawing competition organised for the children. Thirteen FTF-I members participated in this event and supported in the various activities and events of this program. Apart from Fair Trade organizations, a lot of rural NGO's and self help groups participated in the event and showcased their products and artisans. The objective of the program was to take the message of Fair Trade to the people of Baroda, Gandhinagar and Ahmedabad in Gujarat. There was a total footfall of around 50,000 people for this four day event. Dr. K. Panchaksharam, Founder- President of Fair Trade Forum-India inaugurated the event on behalf of FTF-I and share about Fair Trade to the gathering. The event also received a lot of local media attention and a special press conference was also organized for this. Overall it was successful event, where FTF-I could reach the masses and promote Fair Trade in Gujarat.





STREE UDYAMI HAAT-EXHIBITION CUM SALE, 13TH TO 22ND MARCH, 2015, DELHI

Fair Trade Forum-India along with Gandhi Smriti and Darshan Samiti and Believe India organised an exhibition cum sale of products made by rural women entrepreneurs from 13th to 22nd March 2015 at Gram Bharat, Sec-8, R.K. Puram, New Delhi. Eminent Kathak Exponent - Ms Nalini Kamalini was invited to inaugurate the exhibition.

Fiftheen organizations represented by women producers /entrepreneurs participated in this event and got benefit through this fair. The exhibition provided a great opportunity for women producer groups across India to showcase their talents through their unique handicrafts and textiles. The exhibition also provided a platform for rural women producers to interact with urban women entrepreneurs and exchange creative ideas, skills and expertise. Free acupressure consultation from expert doctor was also provided for the visitors. Best of the products like- handicrafts, tribal paintings, fashion jewellery made by tribal people, silk saris, silver jewellery, bed covers, kurtis, stoles, shawls, handmade sweaters, handmade species and food items, home decor, baskets, tribal jewellery were displayed in the exhibition.

Exhibition Highlights:

16th March 2015: Three Vice Chairperson of National Yuva Kendra Sangathan- Shri Vishnu Dutt Sharma, Shri Shekhar Rao Perala, Shri Dilip Saikia visited Gram Bharat and interacted with the artisans.

17th March 2015: Shri Muralidhar Rao, Indian political activist and politician, currently serving as a National General Secretary of the Bharatiya Janata Party (BJP) visited the exhibition and appreciated the initiative.

18th March 2015: Additional Development Commissioner Handicrafts Shri Navraj Goyal, Ministry of Textile, Government. of India, visited Gram Bharat and interacted with the artisans. He assured his full support to the handicraft work done by rural women artisans. Interacting with the artisans, producers and traders, he said that special attention will be given to the women artisans. He also added that marketing and promotion is essential for the survival of artisans.

"Our ministry is very keen to support women artisans across India. Women are playing a key role in our society and in handicraft. We are trying to help them with various schemes and will surely provide a better platform for them." said Shri Navraj Goyal.

Women are not only entrepreneurs but are also supporting other women to get jobs and become independent in different fields. Their skills are benefitting the other women to have access to life changing skills and are showcasing their talent. Small and medium enterprises run by women will get a good business platform wherein market and people will come together.

22nd March 2015: MLA Ms. Bhawana Gaur visited the exhibition on 22nd March.

Though the urban women entrepreneurs are carving their niche in this competitive world heading shoulder to shoulder with men, at the same time the village women entrepreneurs must also be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges in global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena. WEAVE campaign is helpful for women where they can join hands by breaking the geographical boundaries of rural and urban India. The visitors thus got the opportunity to face to face with the real 'hands' behind the product they are purchasing.

The exhibition was successfully concluded on 22nd March 2015. Customers had a lovely time of shopping and connecting with producers from Chhattisgarh, West Bengal, Rajasthan, Manipur, Haryana, Uttarakhand and Tibetan refugees in India. The event was fruitful in taking the message of Fair Trade to the Indian consumers and creating awareness on women's development in today's time through leadership and entrepreneurship.







RATION

NOAH'S Ark donated a sum of Rs 40,000/- (Forty Thousands) to Fair Trade forum – India

Corpus fund, The Executive Council and FTF-I, National Secretariat extends thanks from this support and generosity

Launch of Women4Women Campaign

Gandhi Smriti Darshan Samiti, Fair Trade Forum-India and Believe India launched a campaign called 'Women for Women' on 12th March 2015 at Gandhi Smriti Darshan Samiti, Rajghat New Delhi. The organizations joined their hands to support and promote the talent of women from different walks of life 'Women for Women' Campaign was launched by the Sh. Bandaru Dattatreya, Minister of Labour and Employment. He was the Chief Guest on this occasion. Prominent personalities like Ms. Jaya Jaitley, President Dastkari Haat Samiti and Meenakshi Lekhi, MP, BJP and Ms Manimala, Director, Gandhi Smriti and Darshan Samiti also graced the occasion. Around 400 people participated in this event.

On this occasion, twenty three women from different fields like entrepreneurs, artisans, CEO's of NGO's, teachers, professors, doctors and civil defence were conferred with BE THE CHANGE - Stree Udyamita Samman 2015.

Among the awardees, there were eight women from the Fair Trade world honoured with BE THE CHANGE award- (1) Ms Roopa Mehta is the Director, World Fair Trade Organization and CEO of Sasha Association for Craft Producers ("Sasha"), (2) Capt. Indraani Singh, Founder, Literacy India and Indha, (3) Ms. Renuka, CEO, of Pardada Pardadi Educational Society, (4) Ms. Anita Ahuja, Founder, Conserve India, (5) Ms. Chinni Swamy, Founder of Purkal Stree Shakti Samiti, (6) Ms. Jacky Bonney, Executive Secretary, Maximising Employment to Serve the Handicapped (MESH), (7) Ms. Anita Paul, Founder and Chairperson of Mahila Umang Producers Co. Ltd, (8) Ms. Gayatri Patra, Asst. Secretary, Child & Social Welfare Society (CSWS). See below pictures of awardees in the same sequence



"I am glad to become a part of Women for Women campaign, which supports women to work and become entrepreneurs and leaders. Shri Dattatreya assured that in the upcoming schemes by Prime Minister Sh Narender Modi will help women to come forward and lead the nation. Our government supports women to play active role in the work and become entrepreneurs."

Shri Bandaru Datterya

BE THE CHANGE Stree Udyamita Samman 2015 Awardees



FTF-I XIV Annual National Convention & AGM 2014

Fair Trade Forum-India organised its XIV Annual National Convention on the 09th and 10th of September 2014 and Annual General Meeting on the 11th of September, 2014 at Hotel Anandha Inn, Puducherry. The theme of the convention was 'Fair Trade: Branding & market Access'. The aim of the convention was to discuss the future of branding and market promotion in India and how we can take the Fair Trade: India brand forward for the inclusive growth and sustainable development of the handicraft artisans and farmers. More than 70 people participated in the convention which consisted of FTF-I member organization representatives from the civil society and the local print and electronic media. The convention was inaugurated in the evening on the 09th of September, 2014 by Shri V. Sabapathy, Honourable Speaker of Puducherry Legislative Assembly by lighting the lamp along with Lion. Prof Ratna Natarajan, MJF, Ms. Moon Sharma, President, FTF-I, Ms. Sudeshna Mitra Woodhatch, Secretary, FTF-I, Ms. Roopa Mehta, Former President of FTF-I and CEO, Sasha Craft Producers Association and Mr. Munnisamy, National Awardee in Terracotta craft.

Dr. K. Panchaksharam, Founder-President, FTF-I, Master of Ceremony, welcomed the gathering and shared his thoughts on FTF-I's Initiative in the past year and the aim of Fair Trade to empower people in India and promote sustainable livelihoods. Ms. Moon Sharma gave the inaugural speech in which she mapped out the journey of Fair Trade in India in the last 20 years, its impact on the people and how it is able to combat poverty in India and the future of Fair Trade as perceived by the national network in context to Fair Trade India branding and market facilitation. Lion. Prof Ratna Natarajan, MJF delivered the Prof. Shyam S Sharmaji's Memorial Lecture on "Livelihood, Entrepreneurship & Fair Trade ". He focussed on the holistic approach of Fair Trade which creates opportunities and plays a positive role in addressing sustainable livelihoods and poverty reduction.

Lion. Prof Ratna Natarajan, MJF was the Master of Ceremony for The second day (10th September). The day 2 began with the keynote address delivered by Mr. B. 'Nary' Narayanaswamy, a specialist in Customer Experience and Consumer Behaviour, on 'Fair Trade: Branding & Market Access'. He stressed that in order to make the Fair Trade India brand 'aspirational', it has to create the right 'retail experience' (product dependent) for the consumers. In conclusion, he shared a 'Puducherry Manifesto' with the audience which will help in taking the Fair Trade India brand forward in term of brand promotion and visibility:

- 1. 'Fair Trade' as an 'Aspirational' brand in India and not just that helps artisans and farmers
- 2. 'Total Retail Experience'-at the 30 shops and not just shopping
- 3. Standards and Benchmarking to enable these and more







Governance

Fair Trade Forum-India has set-up a Governing body or the 'Executive Council (EC)' who is responsible for the overall administration of the activities, affairs, funds, assets, projects of the Forum. The EC consists of seven elected representatives chosen by the General body of members of FTF-I. The EC has a term of two years.

The Governing Board meets at least once a year in-between the Annual Meetings to approve the plans, to review the activities, consider the management of funds and for policy decisions. The EC is also the final authority to approve/disapprove membership applications. The committee takes a holistic view of an applicant organization on the basis of the documents submitted by it. Primarily, observations made by the expert assessors are taken into consideration.

XIV FTF-I AGM

The XIV Annual General Meeting of FTF-I was held on the 11th of September, 2014 at Hotel Anadha Inn, Puducherry. The year 2014 was also an election year wherein the new Executive Council was elected for the term 2014-2016. Mr. Satyabrata Roy Bardhan (Dada) from Kolkata was invited as the residing Returning Officer. Dada declared the names of the office bearers for the term 2014-16.

The New Executive council for the term 2014-2016: (from left in the above picture) Mr. Pradeep Krishnappa-Vice President, Mr. Khitish Pandaya-Member, Mr. Ranvir Sisodia-Joint Secretary, Mr. Kamal Kishore-Treasurer, Ms. Sudeshna Mitra Woodhatch- Secretary, Mr. lytha Mallikarjuna-President and Dr. K. Panchaksharam-Member

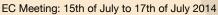


Meeting of the Executive Council

During the year 2014-15, the Executive Council Meetings were held on the following dates:

- From the 15th to the 17th of July, 2014 at Fair Trace Forum-India, New Delhi
- From the 5th to the 6th of November, 2014 at Fair Trade Forum India, New Delhi







EC Meeting: 5th to the 6th of November, 2014

The major decisions taken by the EC during the year are as follows:

Membership: In case of transfer of membership of any member organization, the applicant should get recommendation from any two members from the membership, preferably one member from EC and the other non-EC. The applicant should submit the recommendation to FTF-I along with other required documents.

Communication: The EC approved the development of FTF-I new website with new design and updated information. The new FTF-I website was launched in the XIV NC-AGM of FTF-I in September 2014 at Puducherry.

Governance: Formation of four Working Committees for effective implementation of FTF-I activities- WC for Strategic

Plan 2015-19, Membership & Organizational Structure, Policy Advocacy, Branding and Market Access.



Fair Trade Supporters



Membership & Monitoring

Following are the organizations that joined the network in the period from April 2014 till September 2015:

Artisan Well, West Bengal

Artisan Well is a non-profit organization, established in 2005. It is a union of groups of artisans consisting of 12 members on average. It works with marginalized producer groups in the areas of finished leather, shanty leather and decorative and artistic handicrafts made of bull horn, paper mache and wood. Their mission is to provide opportunities to artisans and help them market products for sustainable livelihoods. They also do capacity building and ensure fair wages to the artisans.



Auronature, Tamil Nadu

Auronature is a nonprofit organization. It is situated in the International Township of Auroville, Tamil Nadu and South India, dedicated to promoting a craft that takes us back to simple and natural way of living. Since the inception of Auronature in 2004, it is working to provide employment opportunities to villagers around Auroville. It provides employment to women, all working groups are women. No participants of child labour or women exploitation is involved in the organization. All the workers of units are from surrounding villages and from poor background. Income of these women helps in running the expenditures of their families.



Terra Indica, West Bengal

Terra Indica is an organization which destitute adolescent and young adults to train, develop and create sustainable employability. Terra Indica provides educational support to beneficiaries to attend school/college in local institution, as well as their vocational training. Terra Indica strive to make furniture of impeccable quality that it brings joy not only to the people who own it, but also to the craftsmen who build it. They began their journey in 2005 and over the years Terra Indica has evolved into one of the most revered names in the home furnishings industry in Eastern India.







Upasana Design Studio, Tamil Nadu

Upasana Design Studio wishes to use fashion as a design for change. Through their work in the area of textiles, they touch the lives of farmers, weavers, dyers and countless families. India is one of the few countries in the world where textiles communicate cultural identity and its vibrancy. Upasana uses fashion to tie threads to larger issues of sustainability. They designs the cloths using traditional Indian Textiles, while providing employment to rural women living on the coastal regions of Tamil Nadu through employment in Upasana. Following one of the key principles of Fair Trade, Upasana also ensures No Child Labour is involved in the production.





Baladarshan, Tamil Nadu

Baladarshan is a network of South Indian organizations helping marginalized women by providing them work opportunities

through craft / food production. The organization was originally founded by social workers to provide work and income for discriminated women and their children in Chennai slum areas. Today, the organization has grown into a thriving network producing quality Fair Trade products. They provide capacity building activities for women to improve their social and economic standing in their communities.



Aharam Traditional Crop Producer Co. Ltd., Tamil Nadu

AHARAM TRADITIONAL Crop Producer Company limited is producer owned company, practicing Fair Trade with marginalized and downtrodden rural artisans for their economical and social uplifting. AHARAM TCPCL Hand loom Weaving unit is situated in G. Kallupatti village, a foot hill of Kodaikanal village. Promoting organic cotton and conventional cotton, AHARAM Traditional Crop is producing hand loom products such as: bedding, kitchen accessories, baby products etc. It provides continuous employment opportunity to the rural artisans especially poor and needy people to become self reliance with social respect.

Rangsutra Crafts India, Rajasthan

Rangsutra is a company of a thousand artisans from remote regions of India – the deserts of Rajasthan, hill regions of Uttaranchal and Assam. Their goal is to ensure sustainable livelihoods for artisans and farmers, by creating top quality hand made products based on the principles of Fair Trade and a celebration of India's rich craft heritage. Socially, crafts people and artisans come from some of the most disadvantaged communities, with very little opportunities for self development and growth. The fact that artisans and crafts people still retain their skills is a miracle, given the fast changing trends in the urban market, which are the mainstay of many a rural artisan. Rangsutra's core value is respect for both the producer and customer.



VISITS & INFO-SHARING

2014 - 2015

A **Malaysian delegation**, affiliated to various ministries from Kuala Lumpur visited FTF-I to learn about Fair Trade and its scenario in India. The basic objective of the visit to India was to learn about Fair Trade and its status in India, the concept of Dilli Haats and One Panchayat One Product (OPOP) Scheme, in order to promote handicrafts and cottage industries in Malaysia. Mr. Mansoor Lari from Kalatmak Handicrafts, one of the FTF-I members also helped in facilitating the meeting by sharing his Fair Trade experience and his association with FTF-I.

IM-Soir-FTPDD, Sweden and MESH, Delhi visited FTF-I on the 17th of May, 2014 and had a meeting with the FTF-I team. The main focus of the meeting was to explore opportunities for FTF-I to work with IM-SOIR, Sweden in the future.

Mr. Ronny Hermosa from Fair Trade Connection, Belgium visited FTF-I office. Mr. Ronny also conducted a one day training on 'Social Media Marketing Skills' on 9th June 2014 at TARA Projects, New Delhi. FTF-I also participated in the training program. The training proved to be beneficial in terms of learning to optimise online visual presence and usage of various softwares.

Melody and Robert from Deakin University, Australia visited FTF-I and its members during their internship in the month of December 2014. They visited organizations- TARA Projects, Usha Exim, MESH, Kala Aparajita, FTCI, Conserve and Himalaya Tailoring Centre. They were encouraged to meet and discuss the Fair Trade lives of grass root artisans and producers. They also visited few Fair Trade India shops to know about the Fair Trade domestic market reach.

Bernard Outah, Regional Director –WFTO-Africa visited Fair Trade Forum-India Office in New Delhi on 11th February 2015. He showed keen interest in FTF-I activities and visited FTF-I members-MESH and Usha Exim. Mr Bernard appreciated the work done by FTF-I network, particularly the Fair Trade India branding and quality products made by the member organizations.

Tushar Singhal, Shaleen Baweja and Shreyans Bengani students of NMIMS, Mumbai, did internship with FTF-I with for a month in February 2015. During their internships they were assigned with three Fair Trade organizations- Eco Tasar Silk Pvt. Ltd., Usha Exim & MESH.



FTF-I Communications 2014 - 2015





































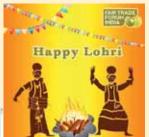


























FTF-I Communications 2014 - 2015



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Executive Council



lytha Mallikarjuna **President**



Pradeep Krishnappa Vice-President



Sudeshna Mitra Woodhatch **Secretary**



Ranvir Sisodia

Joint-Secretary



Kamal Kishore Treasurer



Dr. K. Panchaksharam **Member**



Khitish Pandya **Member**



National Secretariat



Om Prakash Yadav

Director- Programs & Executive

Director (officiating)



Rajeev R. Pillai

Director-Finance



Amy Parinita Mookerji **Project Manager**



Sadhna
Communications &
Advocacy Manager



Baljeet Kaur Admin & Accounts Assistant



Dev Kumar Office Assistant

Audited Financial Statements

This section presents the audited financial statements for the year ending March 31st, 2015.



2014-2015

FTF-I ENTRY AUDIT SYSTEM FOR MEMBERSHIP

Fair Trade Forum-India (FTF-I) welcomes applications from legally registered organizations that share their commitments to the ideals and principles of Fair Trade. With Fair Trade Guarantee system becoming mandatory for all the WFTO members, this orientation and the Entry audit process is becoming more important now, as this process will facilitate graduation of membership from National Forum to Global forum.

To be eligible, the applicants must fulfill following criteria:

- Legally registered with national government agencies concerned
- Must have completed three years of active operation
- Has clear mission stated in organisational documents
- Adherence of Fair Trade Principles

There are two categories of Membership in FTF-I. The categories are based on the following levels:

Organizational Level: Member (with Voting Rights)

Individual Level: Associate Member (without Voting Rights)

Broadly the objectives of carrying out an Entry Audit as part of Membership Procedure are:

Capturing the intent of the Applicant Organization while applying for FTF-I Membership

Presenting an over view about Fair Trade at global and national level and about FTF-I

Validating the documents submitted at the time applying for the membership

Capturing other relevant details (including mandatory legal compliances) in the field visit

Observing the level of the applicant organization with regard to the existing level of Fair Trade Practices and their commitment for implementing Fair Trade in their working in the long run.

The applicant goes through an Entry Audit process conducted by a certified Entry Audit Assessor. Following are the stages of entry audit process:

- 1. Applying for the Membership
- 2. Application Screening & Document Review
- 3. Payment of Entry Audit Fee by the Applicant Organization / enterprises and finalization of Audit date with the Applicant Organization
- 4. Appointing the Entry Auditor and Scheduling the Entry Audit
- 5. Initial Management Meeting and conducting the Orientation Training
- 6. Carry out the Entry Audit and Project Site visit
- 7. Entry Audit Report (Preparation & Submission by the Entry Auditor)
 - -Circulation of the Entry Audit Report to the monitoring committee
 - -Discussion amongst the members of the monitoring committee
- 8. Approval / Rejection of Membership
- 9. Communicating EC Decision to the Applicant Organization
- 10. Opportunity to Appeal for reconsideration, if necessary
- 11. Formation of the appeal committee and scheduling of the next meeting by EC
- 12. Reconsideration by the EC
- 13. Communication the Final Decision (of EC) to the Applicant Organization

List of Fair Trade Forum-India Empanelled Fair Trade Assessor & Trainer

- 1. Bhawana Agarwal
- 2. Immanuel Bundelu
- 3. Leela Vijayvergia
- 4. Sunil Bakshi
- 5. Pankaj Mehndiratta
- 6. Moon Sharma
- 7. *Dr. K. Panchaksharam
- 8. *Sudeshna Mitra Woodhatch

^{*} Both of them are presently board members of FTF-I. They will be able to conduct entry audits/training programs after remitting their office.

Balance Sheet



Date : 21 August 2015

Place: New Delhi

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 2015

Liabilities		Amt as on	Amt as on	Assets:	Amt as on	Amt as on
Elabilities		31st Mar 15	31st Mar 14	A3503.	31st Mar 15	31st Mar 14
Capital Fund:				Fixed Assets:		
FTF-I Corpus:				Equipments / Electricals	18,538	16,931
Opening Balance:	4 000 700			Computer/printer	1,234	3,084
	1,968,763				· · · · · · · · · · · · · · · · · · ·	
Add: Surplus / (Deficit)	(219,695)	0.050.500	4 000 700	Furniture - Fittings	109,039 443	97,811 521
Add: Member's Contbn to Corpus	304,500	2,053,568	1,968,763	Fire Extinguisher		
				Land & Building	4,290,500	4,290,500
FTF-I Building Fund:				Purchase of software	10,900	22,750
Opening Balance:	4,290,500					
Add: Addition during the year		4,290,500	4,290,500	Investments:		
				Fixed Deposits - CBI - Local	1,425,739	368,384
Current Liabilities:				Fixed Deposit with CBI (FCRA)	8,091,385	7,473,731
Sundry Creditors: Local		397,213	15,000			
Salary / PPF Payable		114,769	-	Current Assets:(Local)		
Membership Fee Payable		19,000	19,000	Sundry Debtors : Local	130,375	-
Expenses Payable		44,428	33,628	TDS (2006-14)	140,334	140,334
Tax Deducted at Source Payable		11,000	1,000	TDS (2014-15)	6,374	-
Membership Fee (15-16)		28,000	-	Earnest Money deposit	200,000	-
Donation payable to WFTO		-	108,500			
FTF-I Member Support Program		-	494,301	Current Assets:(FCRA)		
				Loans & Advances	-	4,389
Current Project Liabilities:				Sundry Debtors	1,929,847	672,289
Grant Balance (C/F) - EU-ECCP		10,370	10,370	TDS (2011-14)	232,573	157,561
Grant Balance (C/F) - Fair Connect		1,131,641	1,131,641	Security Deposit	59,070	59,070
Grant Balance (C/F) - SFTMS		178,200	178,200	TDS (2014-15)	68,629	75,012
Grant Balance (C/F) - WEIGO		992	690,570	- ()		-,-
Grant Balance (C/F) - Pro-Sustain		2,542,514	2,542,514	Cash in Hand		
Grant Balance (C/F) - FTSC		118,356	118,356	Local Fund	10,197	5,491
Grant Balance (C/F) - FK SS		292,658	292,658	FCRA Fund	534	11,674
Exchnage Fluctuation - Hivos		239,098	239.098	1 Old Clark	001	11,074
Exchange Fluctuation - Weigo		239,090	10,013	Bank Balance:		
Bank Interest		1,436,543	750,260	CBI - Savings Account	271.819	1,299,876
Dank interest		1,430,343	750,260	CBI - Savings Account	342,986	685,010
Current Liabilities:				CBI - FCRA A/c	1	
HR Mobilisation - Fund		60 207	100 470	CDI-T CRA A/C	920,484	1,842,862
		68,227	100,473			
Staff Perdiem payable		294,187	120,108			
Project Admin Fund		1,892,458	2,158,352			
Program Exp. Payable		7,298	7,298			
Sundry Creditors		2,626,872	1,180,870			
TDS Payable		5,665	26,313	`		
Salary / PPF Payable		22,708	361,667			
Gratuity Payable		434,734	377,827			
	Tatal	40 000 000	47 007 000	Total	40.000.000	47 007 000
	Total	18,260,999	17,227,280	Total	18,260,999	17,227,280

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)

Income & Expenditure



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 2015

Fair Trade FairsBy Donations / Cost Sharing of Programs311,65085,1Fair Trade Fair @ Baroda158,558-By Membership Assessment Fee119,995Fair Trade Fair @ Bijapore31,213-By Bank Interest114,691299,7Fair Trade Fair @ Delhi258,680-By Fair Trade Promotion programs874,765	Expenditure	Amt as on 31st Mar 15	Amt as on 31st Mar 14	Income	Amt as on 31st Mar 15	Amt as on 31st Mar 14
Fair Trade Fair & Bilapore 119,995 781 7140 Fair & Bilapore 114,891 299,7 874 7740 874 874 876 874 785 874 8	To Program Expenses			By Donations / FTI Branding	90,000	233,500
Fair Trade Fair & Bilapore 119,995 Fair Trade Fair & Bilapore 299,7 Fair Trade Fair & Bilapore 31,213 299,7 Fair Trade Fair & Delhi 258,880 262,004 114,764 Grant Refund (DCH) 31,702 National Convention & AGM 281,740 66,442 To Administrative Expenses: 1,528 1,508 Borks & Periodicals 1,588 1,598 Books & Periodicals 1,188 1,598 Books & Periodicals 1,783 1,784 1,784 Conveyance & Travelling 4,645 13,715 Depreciation 1,7837 1,7837 Festival expenses 1,7837 1,7837 Frestival expenses 1,7837 1,7837 Mortor Cycle Meinterance & Repair 1,898 1,998 Mortor Cycle Meinterance & Repair 1,898 1,990 Mortor Cycle Meinterance & Repair 1,898 1,998 Mortor Cycle Meinterance & Repair 1,898 1,990 Mortor Cycle Meinterance & Repair 1,813 1,990 Mortor Cycle Meinterance & Repair 1,814 1,990 Mortor Meinterance 1,814 1,990 Mortor Meinterance 1,814				,	<i>'</i>	85,195
Fair Trade Fair @ Delhi		158.558	-	,		-
Fair Trade Fair @ Dehi		•	-		-	299,725
EC Meeting Exp	, · ·	•	_	*		
Grant Refund (DCH)		•	114.764	by tall trade tremeller programs	0,. 00	_
Meeting/Seminar/ Workshop 15,238 66,442 67,442 66,442 66,442 67,442 66,442 67,442	• .	202,001	,			
National Convention & AGM		15 238		By FCRA Grants & Aid		
To Administrative Expenses:		•		l -	670 593	_
To Administrative Expenses: 5,000	National Convention & AGW	201,740	00,442			7 005 357
Advertisment staff recrutiment 5,000 2,250 5	To Administrative Expenses:				12,432,030	
Annual Subscriptions / softwares		5,000	2 250			
Audit Fee			2,230		_	
Bank Charges	·	15,055	10.000	FTF-Tiviembers support program	-	999,219
Books & Periodicals		1 105	,			
Conveyance & Travelling	g .	•	*			
Depreciation						
Entry audit (membership) expeses 60.280 40,000	-		*			
Electricity & Water Field visits & facilitation charges 7,837 7,838 7,388 7,388 7,388 7,388 7,388 7,388 7,388 7,388	•					
Field visits & facilitation charges		,	40,000			
Festival expenses	•	8,444	-			
Internal Audit Expenses			3,673			
Legal & Professional / Charges 30,290 31,000 Motor Cycle Maintenance & Repair 15,169 34,779 Office maintenance / shiftting expenses 146,456 43,466 Printing Stationery 5,609 9,334 Postage & Courier 18,332 7,380 Repair & Maintenance - 2,809 Staff welfare expenses 21,334 5,900 Staff salary 287,429 - 275 To S / Interest paid (DCH) - 39,798 Telephone Charges 7,649 - 4,73,501 Travel / perfiems- Local staff 1,891,019 Equipment & Suplies 868,173 Local Office Exp 1,401,073 848,493 Local Office Exp 1,401,073 848,493 Local Office Exp 1,401,073 849,718 - 2,798,898 Website Consultants 329,020 - 2,798,200 Street play/song 349,718 - 2,799,91	•	17,837	-			
Mortor Cycle Maintenance & Repair 2,553 Membership Fee - WFTO/FIEO 15,169 Office maintenance / shiftting expenses 146,466 Printing Stationery 5,609 Postage & Courier 18,332 Repair & Maintenance - Staff Welfare expenses 21,334 Staff Salary 287,429 TDS / Interest paid (DCH) - Telephone Charges 7,649 Uncollectible / Grant - To EU - Fighting Child Labor Human Resources - Project staff 1,891,019 Human Resources - Technical (LCs) 2,773,520 Travel / perdiems - Local staff 1,891,019 Equipment & Supilies 868,173 Ben, 173 1,206,169 Quarterly Review meeting - Promotional materials 297,998 Website Consultants 329,020 Street play/song 349,718 Video clips / Photo Albums 210,000 Case Studies & visibility materials 304,656 Venue & Refreshments 124,869 Annual Aduit Fee	•	-				
Membership Fee - WFTO/FIEO	· ·	•	31,000			
Office maintenance / shiftting expenses 146,456 43,466 Printing Stationery 5,609 9,334 Postage & Courier 18,332 17,380 Repair & Maintenance - 2,809 Staff welfare expenses 21,334 5,900 Staff Salary 287,429 - TDS / Interest paid (DCH) - 39,798 Telephone Charges 7,649 - Uncollectible / Grant - 31,408 To EU - Fighting Child Labor Human Resources - Technical (LCs) 2,773,520 Travel / perdiems - Local staff 1,891,019 473,501 Equipment & Supllies 868,173 1,206,169 Local Office Exp 1,401,073 1,206,169 Quarterly Review meeting - 14,895 Promotional materials 297,998 - Website Consultants 329,020 - Street play/song 349,718 - Video clips / Photo Albums 210,000 - Case Studies & visibility materials 304,656		2,553	-			
Printing Stationery 5,609 9,334 Postage & Courier 18,332 17,380 Repair & Maintenance 2,809 Staff welfare expenses 21,334 5,900 Staff Salary 287,429 - Toly Interest paid (DCH) - 39,798 Telephone Charges 7,649 Uncollectible / Grant - 31,408 To EU - Fighting Child Labor Human Resources - Technical (LCs) 2,773,520 Travel / perdiems - Local staff 1,891,019 Equipment & Supllies 868,173 Local Office Exp 1,401,073 Quarterly Review meeting - 14,895 Promotional materials 297,998 Website Consultants 329,020 Street play/song 349,718 Video clips / Photo Albums 210,000 Case Studies & visibility materials 304,656 Venue & Refreshments 124,869 Annual Aduit Fee 50,000 Local Consultants 99,000 Local Consultants 99,000 Local Consultants 99,000 Admin. Cost 43,027 To FTF-I Members support program National Convention & AGM 2013 World Fair Trade Day 2014 54,318 Shop Managers' Training Program 189,884 -	Membership Fee - WFTO/FIEO	15,169	34,779			
Postage & Courier	Office maintenance / shiftting expenses					
Repair & Maintenance	Printing Stationery	5,609	9,334			
Staff welfare expenses	Postage & Courier	18,332	17,380			
Staff Salary 287,429 - 39,798 TDS / Interest paid (DCH) - 39,798 Telephone Charges 7,649 - Uncollectible / Grant - 31,408 To EU - Fighting Child Labor Human Resources - Project staff 3,680,138 2,790,918 Human Resources - Technical (LCs) 2,773,520 1,939,767 Travel / perdiems - Local staff 1,891,019 473,501 Equipment & Supllies 868,173 881,493 Local Office Exp 1,401,073 1,206,169 Quarterly Review meeting - 14,895 Promotional materials 297,998 - Website Consultants 329,020 - Street play/song 349,718 - Video clips / Photo Albums 210,000 - Case Studies & visibility materials 304,656 - Venue & Refreshments 124,869 35,599 Annual Aduit Fee 50,000 30,000 - Admin. Cost 43,027 623,015 To FTF-I Members support program National Convention & AGM 2013 204,985 535,401 Shop Managers' Training Program 189,884 -	Repair & Maintenance	-	2,809			
TDS / Interest paid (DCH)	Staff welfare expenses	21,334	5,900			
Telephone Charges Uncollectible / Grant To EU - Fighting Child Labor Human Resources - Project staff Human Resources - Technical (LCs) Travel / perdiems - Local staff Equipment & Supllies Equipment	Staff Salary	287,429	-			
Uncollectible / Grant	TDS / Interest paid (DCH)	-	39,798			
To EU - Fighting Child Labor Human Resources- Project staff Human Resources - Technical (LCs) Travel / perdiems- Local staff Equipment & Supllies Local Office Exp Quarterly Review meeting Promotional materials Website Consultants Street play/song Video clips / Photo Albums Case Studies & Visibility materials Venue & Refreshments Admin. Cost To FTF-I Members support program National Convention & AGM 2013 World Fair Trade Day 2014 Shop Managers' Training Program 1,891,019 1,939,767 1,939,798 1,206,169 1,939,798 1,206,169 1,939,798 1,206,169 1,939,798 1,206,169 1,939,798 1,206,169 1,939,798 1,206,169	Telephone Charges	7,649	-			
Human Resources- Project staff 3,680,138 2,790,918 Human Resources - Technical (LCs) 2,773,520 1,939,767 Travel / perdiems- Local staff 1,891,019 473,501 Equipment & Supllies 868,173 881,493 1,206,169 Quarterly Review meeting - 14,895 Promotional materials 297,998 - Website Consultants 329,020 - Street play/song 349,718 - Video clips / Photo Albums 210,000 - Case Studies & visibility materials 304,656 - Venue & Refreshments 124,869 35,599 Annual Aduit Fee 50,000 30,000 Local Consultants 99,000 - Admin. Cost 43,027 623,015 To FTF-I Members support program National Convention & AGM 2013 204,985 535,401 Shop Managers' Training Program 189,884 -	Uncollectible / Grant	-	31,408			
Human Resources- Project staff 3,680,138 2,790,918 Human Resources - Technical (LCs) 2,773,520 1,939,767 Travel / perdiems- Local staff 1,891,019 473,501 Equipment & Supllies 868,173 881,493 1,206,169 Quarterly Review meeting - 14,895 Promotional materials 297,998 - Website Consultants 329,020 - Street play/song 349,718 - Video clips / Photo Albums 210,000 - Case Studies & visibility materials 304,656 - Venue & Refreshments 124,869 35,599 Annual Aduit Fee 50,000 30,000 Local Consultants 99,000 - Admin. Cost 43,027 623,015 To FTF-I Members support program National Convention & AGM 2013 204,985 535,401 Shop Managers' Training Program 189,884 -	To Ell - Fighting Child Labor					
Human Resources - Technical (LCs)		2 600 120	2 700 019			
Travel / perdiems- Local staff 1,891,019 473,501 Equipment & Supllies 868,173 881,493 Local Office Exp 1,401,073 1,206,169 Quarterly Review meeting - 14,895 Promotional materials 297,998 - Website Consultants 329,020 - Street play/song 349,718 - Video clips / Photo Albums 210,000 - Case Studies & visibility materials 304,656 - Venue & Refreshments 124,869 35,599 Annual Aduit Fee 50,000 30,000 Local Consultants 99,000 - Admin. Cost 43,027 623,015 To FTF-I Members support program National Convention & AGM 2013 204,985 535,401 World Fair Trade Day 2014 54,318 - Shop Managers' Training Program 189,884 -						
Equipment & Supllies 868,173 881,493 Local Office Exp 1,401,073 1,206,169 Quarterly Review meeting - 14,895 Promotional materials 297,998 - Website Consultants 329,020 - Street play/song 349,718 - Video clips / Photo Albums 210,000 - Case Studies & visibility materials 304,656 - Venue & Refreshments 124,869 35,599 Annual Aduit Fee 50,000 30,000 Local Consultants 99,000 - Admin. Cost 43,027 623,015 To FTF-I Members support program 54,318 - National Convention & AGM 2013 204,985 535,401 World Fair Trade Day 2014 54,318 - Shop Managers' Training Program 189,884 -	` '					
Local Office Exp	•					
Quarterly Review meeting - 14,895 Promotional materials 297,998 - Website Consultants 329,020 - Street play/song 349,718 - Video clips / Photo Albums 210,000 - Case Studies & visibility materials 304,656 - Venue & Refreshments 124,869 35,599 Annual Aduit Fee 50,000 30,000 Local Consultants 99,000 - Admin. Cost 43,027 623,015 To FTF-I Members support program 43,027 623,015 National Convention & AGM 2013 204,985 535,401 World Fair Trade Day 2014 54,318 - Shop Managers' Training Program 189,884 -		,				
Promotional materials 297,998 - Website Consultants 329,020 - Street play/song 349,718 - Video clips / Photo Albums 210,000 - Case Studies & visibility materials 304,656 - Venue & Refreshments 124,869 35,599 Annual Aduit Fee 50,000 30,000 Local Consultants 99,000 - Admin. Cost 43,027 623,015 To FTF-I Members support program 43,027 623,015 National Convention & AGM 2013 204,985 535,401 World Fair Trade Day 2014 54,318 - Shop Managers' Training Program 189,884 -	•	1,401,073				
Website Consultants 329,020 - Street play/song 349,718 - Video clips / Photo Albums 210,000 - Case Studies & visibility materials 304,656 - Venue & Refreshments 124,869 35,599 Annual Aduit Fee 50,000 30,000 Local Consultants 99,000 - Admin. Cost 43,027 623,015 To FTF-I Members support program 623,015 National Convention & AGM 2013 204,985 535,401 World Fair Trade Day 2014 54,318 - Shop Managers' Training Program 189,884 -		-	14,895			
Street play/song 349,718 - Video clips / Photo Albums 210,000 - Case Studies & visibility materials 304,656 - Venue & Refreshments 124,869 35,599 Annual Aduit Fee 50,000 30,000 Local Consultants 99,000 - Admin. Cost 43,027 623,015 To FTF-I Members support program National Convention & AGM 2013 204,985 535,401 World Fair Trade Day 2014 54,318 - Shop Managers' Training Program 189,884 -		,	-			
Video clips / Photo Albums 210,000 - Case Studies & visibility materials 304,656 - Venue & Refreshments 124,869 35,599 Annual Aduit Fee 50,000 30,000 Local Consultants 99,000 - Admin. Cost 43,027 623,015 To FTF-I Members support program National Convention & AGM 2013 204,985 535,401 World Fair Trade Day 2014 54,318 - Shop Managers' Training Program 189,884 -			-			
Case Studies & visibility materials 304,656 - Venue & Refreshments 124,869 35,599 Annual Aduit Fee 50,000 30,000 Local Consultants 99,000 - Admin. Cost 43,027 623,015 To FTF-I Members support program National Convention & AGM 2013 204,985 535,401 World Fair Trade Day 2014 54,318 - Shop Managers' Training Program 189,884 -	. , ,	,	-			
Venue & Refreshments 124,869 35,599 Annual Aduit Fee 50,000 30,000 Local Consultants 99,000 - Admin. Cost 43,027 623,015 To FTF-I Members support program National Convention & AGM 2013 204,985 535,401 World Fair Trade Day 2014 54,318 - Shop Managers' Training Program 189,884 -		•	-			
Annual Aduit Fee 50,000 30,000 Local Consultants 99,000 - Admin. Cost 43,027 623,015 To FTF-I Members support program National Convention & AGM 2013 204,985 535,401 World Fair Trade Day 2014 54,318 - Shop Managers' Training Program 189,884 -	1	•	-			
Local Consultants		•				
Admin. Cost 43,027 623,015 To FTF-I Members support program National Convention & AGM 2013 204,985 535,401 World Fair Trade Day 2014 54,318 - Shop Managers' Training Program 189,884 -			30,000			
To FTF-I Members support program National Convention & AGM 2013 204,985 535,401 World Fair Trade Day 2014 54,318 - Shop Managers' Training Program 189,884 -		•	-			
National Convention & AGM 2013 204,985 535,401 World Fair Trade Day 2014 54,318 - Shop Managers' Training Program 189,884 -	Admin. Cost	43,027	623,015			
National Convention & AGM 2013 204,985 535,401 World Fair Trade Day 2014 54,318 - Shop Managers' Training Program 189,884 -	To FTF-I Members support program					
World Fair Trade Day 2014 54,318 - Shop Managers' Training Program 189,884 -		204.985	535.401			
Shop Managers' Training Program 189,884 -			-			
	l	•	_			
		100,004	1/13 710			
IFJAS / IIGF Expenses - 104,217		Ī				
		14 602 104		Sub total C/E	1/1 622 27/	13,911,163

Income & Expenditure Account (Consolidated) - 2014-15 - Page: 1 of 2



Income & Expenditure Account (Consolidated) - 2014-15 - Page: 2 of 2

	Amt as on	Amt as on	income a Expenditure Account (Co	Amt as on	Amt as on
Expenditure	31st Mar 15	31st Mar 14	Income	31st Mar 15	31st Mar 14
Sub Total B/F	14,602,194	9,357,233	Sub Total B/F	14,623,374	13,911,163
To Other admin Expenses					
Bank Charges	1,360	3,025			
Staff Salary(other than Project staff)	207,212	91,543			
Other admin expenses- FCRA	31,311	91,545			
Festival Allowances	31,311	74,082			
	-	-			
Local Conveyance Postage & Courier	-	25,706			
	-	7,085			
Staff Welfare	-	1,687			
Office maintenance	-	10,631			
To PRO-SUSTAIN - EU-Hivos					
Human Resources	-	362,375			
Human resouces perdiem	-	125,560			
International Travel	-	41,077			
Local Travel	-	370,557			
Consumables - Office supplies	-	40,026			
Office Rent	-	58,850			
To Cost of Conference / Seminars					
Corporate Procurement meeting	-	312,451			
Members consul. W/S - branding	-	100,000			
Outreach campaign - colleges	-	252,409			
Meeting : Policy development / Harmonize	-	227,026			
Dissemination Workshop	-	223,242			
To Visibility:					
World Fair Trade Day / Marketing Campai	-	401,650			
Promotional materails on Sust. Consumpti		75,334			
Promotional materials - Corp. Procuremen		8,230			
Promotional campaign / Govt. Lobying	-	46,940			
Legal Fee / Reg. Fee	-	27,500			
Research on Policy paper	_	134,832			
Consulation on retale branding	_	76,385			
Project Admin cost	-	289,041			
To FK South South Exchange Program					
Admin Cost Sending Partner	_	27,000			
Admin Cost Gending Fartner Admin Cost Host Partner	-	54,000			
Allowances - home country- fellows	-	180,000			
1	-	117,000			
Allowances host country - fellows Housing Rent -	-	230,853			
1	-				
Local travel - conveyance	-	50,314			
Travel Intl. Home /host country / preperator	-	64,266			
Set up Grant	-	4,000			
General cost - Meeting with FK	-	34,297			
Audit / Certifiction	-	40,500			
Official Journey - Local	-	147,884			
Departure grant / home country	-	-			
Equipment	-	44,800			
Language Tution	-	39,500			
Follow up Seminar	-	90,268			
Excess of Exp. Over Income-Local	(219,695)	39,880			
Grant Balance transferred to BS	(219,093) 992	2,123			
Grant Balance transletted to Bo	332	2,120			
Sub total C/F	14,623,374	13,911,163	Sub total C/F	14,623,374	13,911,163

As per our separate report of even date

For S. R. Agarwalla & Co.

Chartered Accountants

Sd/-Sd/-(Treasurer)

For Fair Trade Forum - India

(CA Rajesh Kumar)

Partner [M No.94188] Date : 21 August 2015

Place: New Delhi Sd/-Sd/-(President) (Secretary)

Receipts & Payments



FAIR TRADE FORUM - INDIA

A Registered Association, Registration No. 37844 / 2000

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

Receipts & Payments Account (Consolidated) for the year ending 31st March 2015

Receipts	Amt as on	Amt as on	Payments	Amt as on	Amt as on
recoupts	31st Mar 15	31st Mar 14	rayments	31st Mar 15	31st Mar 14
To Opening Balance:					
Cash in Hand (Local)	5,491	7,093	BY Program Expenses		
Cash in Hand (FCRA)	11,674	1,138	Fair Trade Fairs		
, ,			Fair Trade Fair @ Bijapore	30,000	-
CBI Current A/c.	685,010	55,138	Fair Trade Fair @ Delhi	105,825	-
CBI Savings A/c	1,299,876	1,269,119	EC Meeting Exp	262,004	114,764
CBI FCRA A/c	1,842,862	4,172,465	National Convention & AGM	229,059	66,442
	, , , , , , , , , , , , , , , , , , , ,	, , ,	Grant Refund (DCH)	-	31,702
To Investment (Fixed Deposit)			Office premises	-	4,290,500
Fixed Deposit- Local	-	3,699,244			
Fixed Deposit- FCRA	-	2,514,479	By Administrative Expenes		
•			Advertisment staff recrutiment	5,000	2,250
To Contribution to Corpus			Annual Subscriptions / softwares	15,055	,
			Audit Fee	-	
To Other Receipts- Local			Bank Charges	1,185	1,598
Donations / Cost Sharing of Programs	301,650	406,115	Books & Periodicals	670	,,,,,,
FTFI - Building Fund	-	260,500	Conveyance & Travelling	22,468	13,715
Membership Fee	326,500		Entry audit (membership) expeses	27,580	34,000
Membership Assessment Fee	119,995	114.000	Electricity & Water	350	04,000
Donation from WFTO Members	-	108,500	Field visits & facilitation charges	-	3,673
Miscellaneous Receipt	_	1,000	Festival Expenses	17,837	0,010
Other Donation	_	204,695	Internal Audit Expenses	17,007	50,198
By Donations / FTI Branding	90,000	204,000	Legal & Professional / Charges	3,290	31,000
Fair Trade Promotion programs	370,284	483,481	Motor Cycle Maintenance & Repair	2,553	31,000
Tall Trade Fromotion programs	370,204	403,401	Membership Fee - WFTO/FIEO	15,169	34,779
To FCRA Grants & Aid :			Office maintenance / shiftting expenses	146,456	43,466
EU- Hivos - Pro-Sustain	_	7,286,113	Printing Stationery	5,609	9,334
FK - South South Exchange Prog.		1,385,983	Postage & Courier	18,332	17,380
Grant -Child labour project	9,660,406	3,736,110	Purchase of Computer Software	10,332	32,500
Grant -Child labour project	9,000,400	3,730,110	Repair & Maintenance		2,809
To Receipt from Sundry Debtors			Staff welfare expenses	21,334	5,900
Receipt from Sundry Debtors-Local		426	Staff Salary	161,660	5,900
	1,471,763	76,963	TDS / Interest paid (DCH)	101,000	20.700
Receipt from Sundry Debtors-FCRA	1,4/1,/63	76,963		7.640	39,798
To Bank Interest :			Telephone Charges	7,649	
	114 601	200 725	By Ell Fighting Child Labor		
Bank Interest Received- Local Bank Interest Received - FCRA	114,691 686,283	299,725 750,260	By EU - Fighting Child Labor Human Resources- Project staff	3478015	2,345,011
Bank interest Received - FCRA	000,203	750,260	•		
			Human Resources - Technical (LCs)	2193560	1,927,654
			Travel / perdiems- Local staff	1687056	437,812
			Equipment & Teaching Supllies	635148	881,493
			Local Office Exp	1121003	1,206,169
			Quarterly Review meeting	450000	14,895
			Promotional materials	156038	-
			Website Consultants	249983	-
			Street play/song	349718	-
			Video clips / Photo Albums	93900	-
			Case Studies & visibility materials	302056	-
			Venue & Refreshments	124869	35,599
			Annual Aduit Fee	5000	-
			Local Consultants	99000	-
Cub Tata	16,986,485	26 922 547	Crib Tatal	11 504 424	11 674 444
Sub Tota	10,980,485	26,832,547	Sub Total	11,594,431	11,674,441

Receipt & Payment Account -Consolidated 2014-15 - Page: 1 of 3



Receipts	Amt as on 31st Mar 15	Amt as on 31st Mar 14	Payments	Amt as on 31st Mar 15	Amt as on 31st Mar 14
Sub Total B/F	16,986,485	26,832,547	Sub Total B/F	11,594,431	11,674,441
			By FTF-I Members support program		
			National Convention & AGM 2013	204,985	512,589
			World Fair Trade Day 2014	54,318	-
			Shop Managers' Training Program Entry Auditors Training Programs	189,884	- 126,219
			IFJAS / IIGF Expenses	-	104,217
			·		,
			By Other admin Expenses (fcra) Bank Charges	1,360	3,025
			Staff Salary(other than Project staff)	207,212	91,543
			Other admin expenses- FCRA	31,311	- 1,- 1-
			Festival Allowances	-	74,082
			Local Conveyance	-	25,706
			Postage & Courier	-	7,085
			Staff Welfare Office maintenance	-	1,687 10,631
			Payment from Admin fund	-	414,102
			Perdeim paid	-	956,529
			PPF employer conmribution	-	129,899
			By PRO-SUSTAIN - EU-Hivos		
			Human Resources	-	362,375
			Human resouces perdiem	-	87,126
			International Travel	-	41,077
			Local Travel Consumables - Office supplies	-	369,527 40,026
			Office Rent	-	58,850
			By Cost of Conference / Seminars		,
			Corporate Procurement meeting	-	311,486
			Consultation - Retail branding	-	100,000
			Outreach campaign - colleges	-	252,409
			Meeting - Policy dev / Harmonize	-	227,026
			Dissemination workshop	-	211,742
			By Visibility: World Fair Trade Day / Mktg Campaign	_	401,650
			Promotional materails on Sust. Con.	-	75,334
			Promotional materials - Corp. Procu-	-	8,230
			Promotional campaign / Govt. Lobying	-	46,940
			Legal Fee / Reg. Fee	-	27,500
			Research on Policy paper	-	134,832
			Consulation on retale branding By FK South South Exchange Program	-	76,385
			Allowances - home country- fellows	-	180,000
			Allowances host country - fellows	-	117,000
			Housing Rent -	-	230,853
			Local travel - conveyance	-	50,314
			Travel Intl. Home /host country / prep. Set up Grant	•	64,266 4,000
			General cost - Meeting with FK	-	34,297
			Audit / Certifiction	-	20,000
			Official Journey - Local	-	147,884
			Language Tution	-	39,500
			Follow up Seminar	-	90,268
			By OTHER PAYMENTS:		
			Tax Deducted at Source- Local	6,374	23,702
			Liabilities paid - Local Advances paid	106,623 185,335	41,163
			Purchase of Assets	32,723	-
			Earnest Money Deposit	200,000	
			Statutory Liabilites (TDS)- FCRA	68,629	75,012
			Liabilities paid - FCRA	912,562	4,266,053
			Payment to Sundry Debtors	-	41,495
Sub Total C/F	16,986,485	26,832,547	Sub Total C/F	13,795,747	22,390,077



Receipt & Payment Account -Consolidated 2014-15 - Page: 3 of 3

	Amt ac an	Amt ac an	Receipt a rayment Account Consol		
Receipts	Amt as on	Amt as on	Payments	Amt as on	Amt as on
	31st Mar 15	31st Mar 14	.	31st Mar 15	31st Mar 14
Sub Total B/F	16,986,485	26,832,547	Sub Total B/F	13,795,747	22,390,077
			By Investment: Fixed Deposit with CBI-Local Fixed Deposit with CBI-FCRA	1,057,355 586,363	27,986 569,571
			By Closing Balance:		
			Cash in Hand (FCRA) Cash in Hand (local)	534 11,197	11,674 5,491
			CBI Current A/c. CBI Savings A/c. CBI FCRA A/c	342,986 271,819 920,484	685,010 1,299,876 1,842,862
Total	16,986,485	26,832,547	Total	16,986,485	26,832,547

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

For Fair Trade Forum - India

Sd/-(Treasurer)

Sd/-

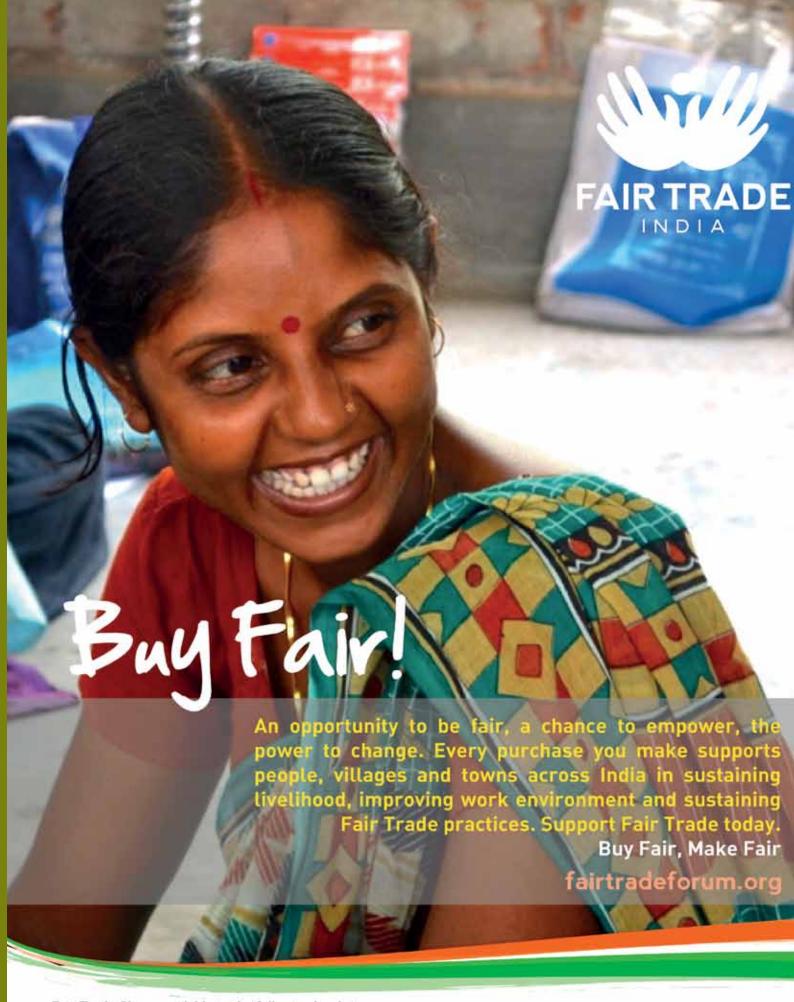
Date: 21 August 2015(CA Rajesh Kumar)Sd/-Sd/-Place: New DelhiPartner [M No.94188](President)(Secretary)

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