



FAIR TRADE  
FORUM  
INDIA



# Annual Report

2021-22



## Principles of Fair Trade



# forward note by president

Dear Fair Trade Colleagues,

Since founding this National network in 2000 and serving as Founder President during 2000 to 2003 and building a strong-base while the National Secretariat was hosted by SIPA at Chennai, I am happy to be your lead representative again.

While forwarding this Annual Report for FY 2021-22, let me congratulate all the team members and previous Committee. Following the AGM held in Jan 2022 (for the year 2020-21), though the present Executive Committee has taken over in Feb 2022, since most of the activities were executed by the earlier Executive Committee headed by Mr. Mallikarjunah along with Mr. Anurag Mittal & Mr. Kamal Kishore, Mr. Ranvir Sisodia, Ms. Moon Sharma, Ms. Anita. We also acknowledge the staff team led by Mr. OP. Yadav as ED during CY 2021 and Ms. Meenu Chopra, during the previous year). They were able to complete the UNHCR supported Swalamban Project and that of the 2nd year of EU funded STREE project – inspite of post COVID pandemic situation with continued restrictions & apprehensions.



Fair Trade Forum has crossed 22 years of service and now heading towards its silver jubilee, during FY 2024 – 25. As Co-founder of this network, I take this opportunity to salute & remember those colleagues & friends who were part of the founding & growth history – Ms. Shabi Kholi, Prof. Shyam Swarup Sharma, Mr. Prikithi Roy, Mrs. Viji Srinivasan and Mr. David Edmunds, Mr. Chanchal Sen Gupta and Mr. Manoranjan Walia, who are watching us from their heavenly abode.

With STREE project being funded by EU, our efforts in promoting & facilitating social entrepreneurship among the 10,000 rural women artisans continue with the support of over 100 CSO partners, spread across \_\_\_\_ states of India. This is an interesting task and the Project team is aspiring to accomplish the set target. We look for continued support and leadership from all the CSOs and active participation of stakeholders.

Fair Trade Forum being a Network of Members, we are for building & serving the Membership base and strengthen fair production & consumption process & work towards fairness among the focused stakeholders – artisans, weavers, farming communities who need fair income & dignity and conscious consumption among Consumers.

With the current team, I look forward continued support from the earlier team, all the members, stakeholders and supporters in strengthening the efforts & initiatives of Fair Trade Forum and becoming a premier network – promoting & facilitating fair trade in India. Remain with warm greetings.

K. Panchaksharam (Panchu) (President)



# report by secretary

Dear All,  
Greetings

Being the Secretary of FTF-I, I have the excellent opportunity to wear many hats in my role, including that of the chair of our various committees. Performing such vital work in support of our members allows me to learn new things daily, which gratifies my job.

The worldwide COVID-19 epidemic upended a great deal of how we all live, work, and study, and it tested our capacity to adapt, advance, and succeed. As a result, last year's difficulties were unlike any other. In every situation, the Fair Trade Forum-India has excelled.

This year, we completed a great deal of work on critical items, including workshops for the Civil Society Organization, and participated in national and regional exhibitions. In the new dawn post-pandemic, we successfully campaigned for #BreakTheBias on International Women's Day and raised awareness about our artisans through Fashion Revolution Week. These two campaigns not only pushed forward the principles of fair trade but created awareness among consumers about fair trade products and principles. Many successful webinars for these campaigns were held, which provided an interactive platform for many CSOs and motivated them to join the network.

As a part of FTF-I, we need to connect the artisans and small-time designers to the mainstream market and help them to exhibit their work worldwide in a fair-trade manner. The economic setback from the pandemic has dramatically affected the artisans, who need our support the most.

Many of us have lived through an economic crisis before. Without fail, the world has adapted and bounced back. In the last few months, we have unlearned old habits, adopted technology rapidly, and challenged ourselves to adapt to new ways of working. Our teams worked with the artisans continuously and made them understand the use of technology.

At present, artisans are attending the meeting using digital platforms. We also worked with the artisans and supported them through training, designs, and exhibitions.

I am immensely privileged with the support and trust of the partners and stakeholders and expect to meet all the members' in-person again after a gap of 2 years during the upcoming National convention in November 2022.

Secretary  
Anurag Mittal



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# fair trade forum india : an introduction

## Organisation Profile:

Fair Trade Forum-India (FTF-I) is the National Network for Fair Trade in India. It is a not-for-profit organization, registered under the Societies Registration Act 1860. It is a member of the World Fair Trade Organization – WFTO, which is the global face of Fair Trade.

FTF-I works towards poverty alleviation and sustainable development by building a broader, multi-stakeholder network for Fair Trade, the one that encompasses producers, artisans, weavers, farmers, consumers, from a range of backgrounds, Institutions, Organizations, Government and the Fair Trade community. It promotes environment friendly practices, processes and products, at both the production and consumption levels and works actively to improve market conditions, and with the focus build capacity, Fair Trade assessment and development of supply chains.

Promotion of Fair Trade in India includes particular focus on Young consumers and among the corporate sector. FTF-I works with more than 250,000 producers – artisans and farmers – through more than 200 member organizations and CSO partners to ensure a dignified income and overall development of artisans, farmers, workers in the unorganized sector. It also endeavors to develop the skills of marginalized youth to make them more employable so that they become capable of earning a decent livelihood and , and many could become social entrepreneurs

Fair Trade Forum is now started networking again with “Fair Trade Shops” being run by the Members and other CSOs / Ethical Consumer Groups across the country towards exchange of more product-range – (Crafts, Textiles, Garments, Agri & Agro based products) for more Sales, building visibility and to promote ethical consumption, and thus build ethical consumerism. The focus of Fair Trade is towards giving equal importance to People who need fair returns and dignity and Planet..

Fair Trade Forum is a member of World Fair Trade Organization (WFTO), the global network who speaks out & promotes fair trade concepts across the globe and works for ethical consumption. FTF is also the Country Network partner of WFTO-Asia that works towards exchange information and building South-South trade among members in Asia. FTF is now one of the accredited Network partner of WFTO.

For more information about Fair Trade Forum, you are welcome to visit [www.fairtradeforum.org.in](http://www.fairtradeforum.org.in) and about WFTO, the global movement from [www.wfto.com](http://www.wfto.com).

**Vision:**

“Envision to facilitate empowerment and sustainability of the grassroot 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”.

**Mission:**

To promote and strengthen Fair Trade concepts and practices among all stakeholders including producers, intermediary organizations and consumers locally, nationally & globally - and 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.

**DEFINITION OF FAIR TRADE**

“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”.

As defined by WFTO

Source: [www.wfto.com](http://www.wfto.com)



# projects & activities

## STREE – SOCIAL TRANSFORMATION AND ECONOMIC EMPOWERMENT OF WOMEN ARTISANS IN INDIA



### A Project by European Union

STREE Project, supported by European Union, is an ambitious intervention being implemented in 14 states of the country in partnership with 100 Civil Society Organizations and Member Organizations of Fair Trade Forum India. The project aims to build the capacity of Civil Society Organizations in promoting sustainable livelihoods for 10000 women artisans in the handicraft industry following the Fair Trade Principles and fulfilling the realization of SDGs.

The Project aims to strengthen the livelihoods of handicraft artisans through computer-assisted designing, fabrication of handicraft products, use of E-commerce as a distribution channel, and forging of public-private partnerships. The Project aims at facilitating the participation of CSOs, especially women based/led CSOs in advocating supportive economic and trade policies for the promotion of traditional handicraft items. Through the project STREE, Fair Trade Forum India aims to build the capacity of marginalised and disadvantaged artisans viz. (indigenous groups, religious minorities, PWD Persons with Disabilities, IDPs-Internally Displaced Persons, and HIV survivors) and imparting various need-based trainings and technical support. The Project is being implemented in Delhi, Haryana, Uttar Pradesh, Uttarakhand, Himachal Pradesh, Rajasthan, Gujarat, West Bengal, North Eastern States, Odisha, Karnataka, Andhra Pradesh, Tamil Nadu, and Kerala.

### Regional Training workshop for Community Facilitators

In year 21-22, total 8 Regional Training workshop for Community Facilitators have been organised by the Fair Trade Forum India under STREE project. Under the project, total 244 community facilitator that have experience of conducting trainings have been identified from the member organisation and CSOs of Fair Trade Forum India. During the trainings, the community facilitators learned about the design thinking and innovation process that they can replicate in their crafts with the artisans they work with. During the trainings community facilitator were trained about the customers, market and how they can refine their products as per the needs of the market. Post these trainings the community facilitators shall be conducting the same trainings with 10000 women artisans in their respective communities.

### Digitization of Women Artisans' Data

The Track Bee app gathers information from 10,000 women artisans. The digitization of women artisans' data will help evaluate ongoing projects and the socio-economic conditions of artisans. Total number of artisans' data in Track Bee -





*Regional Community Workshop at Kolkata, West Bengal*



*Regional Community Workshop at Bhubaneswar, Odisha*

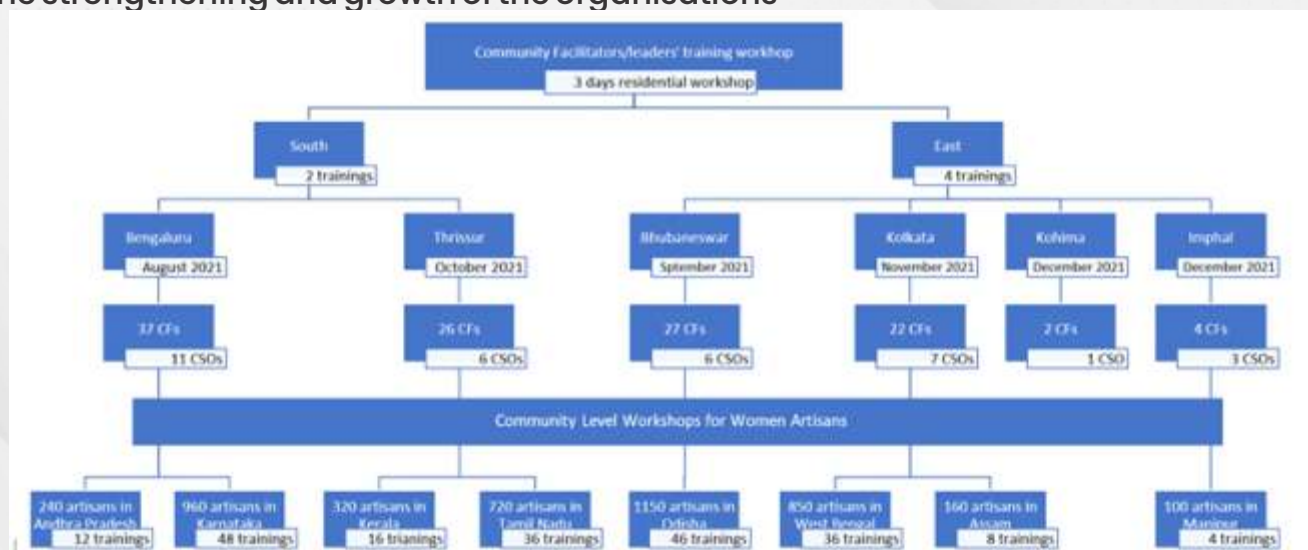
## Community Level Women Artisan Workshops



*Community Level Women Artisans Training in Bhuj at Sanjiro Foundation under STREE project, supported by European Union*

Under the project STREE, total 405 community-level workshops with artisans have been conducted by the community facilitators in 14 states of the country and total 8591 artisans have been trained on design thinking, product innovation and market access. These trainings have stimulated keenness in artisans to understand the customers and market and how fair trade practices work in improving the condition of producers. Through these trainings the artisans have learned about how they can take advantage of the government run schemes.

The second one of the very important outcomes of these trainings is that it has developed aspirations in several artisans to grow within their organisations and contribute in the strengthening and growth of the organisations





## Annual Monitoring Workshop



Under Project STREE, an annual monitoring workshop was conducted on 24-25th December, 2021 at the YMCA Delhi. The aim of the monitoring workshop was to measure and discuss progress and plan the way ahead with necessary associated steps at the main Secretariat. A day-long workshop was spent on discussing the progress made in regards to the project activities and the issues that were faced by the members of the project in implementing the activities. As discussions progressed suggestions were made to mitigate the various issues faced in different regions, especially through experiences of different members of the regional coordination team. Through the workshop the STREE project team were also given an opportunity to elaborately understand the project and the interlink of the Fair-Trade Principles with the project. The future steps were also discussed along with the plan to conduct quarterly or bi-annual monitoring workshops for the STREE team to enable better coordination and development of the staff of the project for effective implementation of the project.



### Workshop for women artisans on traditional handicraft held

POINT NEWS NETWORK

Bhubaneswar, Sept 16: Fair Trade Forum India (FTFI) organised a three-day training workshop for women artisans on 'Design Thinking and Product Innovation in Traditional Handicraft' in the capital City recently.

More than 30 women artisans participated in the training programme, which is a part of the project 'STREE' (Social Transformation and Economic Empowerment of Women Artisans in India). 'STREE' is supported by the European Union and facilitated by FTFI.

The training programme was conducted by master trainers Setta Bhaskar and Dhananjay Behera. On the first day of workshop, women artisans- Community Facilitators (CFs) interacted among themselves as well as the master trainers.

The master trainers made pre-



sentations on design thinking, its processes and activities for the participants to understand the concept in detail. The aim of the programme was to integrate the CFs with the design thinking process with a human-centric approach and empathise with customers for better design development of the products as per the market demand.

Later, the group representatives shared their presentations on understanding of persona develop-

ment and customer journey map. The artisans took great interest in understanding the presentations and had active interaction with the each other and master trainers.

The second day also saw enthusiastic involvement of the CFs in different activities, such as defining customer problems, ideating solutions and developing prototypes. The CFs presented their understanding of the topics through artistic and colourful interpretations on paper charts.

*News coverage of workshop at Bhubaneswar under STREE project supported by European Union*





## Market Access



Dharohar Foundation and Banyan Tree participated in three days national level exhibitions in Vadodara, Gujarat from 31st December 2021 to 2nd January 2022 organized by Craft root. Banana Fibres Natural Products Trust from the South region participated in the All India Handicrafts Exhibition cum sale (Gandhi Shilp Bazar) held for 10 days from 20th to 29th December 2021 at Raja Muthiah Mandram, Madurai.

Child and Social Welfare Society, Paschim Medinipur organized an exhibition which was sponsored by the Development Commissioner (Handicraft), Ministry of Textile, Government of India. The exhibition was held from 3rd - 12th December 2021 at Rabindratirtha, New Town, Kolkata, West Bengal where our CFs from West Bengal participated.

Jivdaya Manav and Paryavaran Rakshan Trust participated in the regional DCH exhibition from the west region



## SWAVLAMBAN-SELF RELIANCE SUPPORT TO REFUGEE MEN AND WOMEN

### Project by UNHCR



The Fair-Trade approach towards livelihoods for refugees in Delhi, Mewat and Jaipur aims to uplift the social economic conditions of POCs by enabling them to earn a livelihood and provide market linkages. The project engaged 300 POCs overall.

The project with support from UNHCR and SAO partners has been able to engage with 300 POCs in 2021 and continue to track and also monitored refugees who interacted and distributed the Micro Grants from 2018- 2020. The overall output of the project *i.e.* Group Enterprise, Micro-grants disbursement under regular and MPTF Project, EDP Trainings and Focused Group discussion had progressed successfully. Micro Grantees tracked successfully, groups are receiving new members despite drop outs. The POCs with different market linkages opportunities and training have been able to polish their skills and expertise as well as improve the quality of their products. Up scaling of the enterprise and the process of exit is still in progress.



*Community Mobilisation Meeting*

Some of the achievements in 2021 include the following :

- Total income of Micro Grantees from regular project 2018 – 2020 is INR 41,23,700.00
- Total income of Micro Grantees from regular project 2021 is INR 2,19,700.00
- Total income of Micro Grantees from MPTF project 2021 is INR 5,45,100.00
- Total income of POCs through 7 Group Enterprises is INR 10,51,050.00
- Total income of POCs through placement in 2018-2020 is INR 15,45,500.0
- Total income of POCs from Champa Gali Exhibition (16 Days of Activism, 2021) is INR 10,147.00 In the continuation of 16 Days of Activism, 2021. FTF-I had showcased the products of refugee artisans from Delhi, Mewat and Jaipur, symbolism of the strength, solidarity and Resilience and scale up the sales of the product hand in hand with the campaign activities.

- Total micro grants disbursement under the MPTF Project, 2021 to 184 women POCs in Delhi, Jaipur and Mewat.
- Total micro grants disbursement under the regular project, 2021 is 25 POCs in Delhi.
- Total 201 POCs received virtual EDP Training through 10 sessions throughout the project cycle
- Total 116 POCs were reached through 10 Focussed Group Discussion throughout the year.
- Total 145 POCs received, SGBV and PSEA awareness session with the support of UNHCR India and partner colleagues.

Highlight of the challenges in 2021, for the implementation of project activities across the project locations in Delhi, Mewat & Jaipur.

- Micro grant disbursement under MPTF and regular fund started late in the II<sup>nd</sup> quarter of the project, as the second wave lockdown and market closure had severely impacted the mobility of staff in field and in the community.
- Online EDP Training session was less accessible initially for the ROH POCs in Jaipur and Delhi, with the intervention of team and coordination of community leaders educated the POCs to attend the online training sessions.
- Decision of Women in ROH and EAF POCs, those who were targeted as a beneficiaries of Micro Grantees under MPTF, 2021 was influenced with the social norms and social control.
- Micro Grants disbursement under the MPTF in Jaipur, was challenging as the community upfront demanded to distribute across the families in Jaipur. Lack of coordination between ROH community leaders in Jaipur and community.
- Challenges associated to the placement of 10 POCs during the recovery phase of local economy, as it was challenging for the host community to get the jobs in market.
- POCs were observed reluctant to understand the GST norms in the procurement and reference to the vendors who bypass the GST compliances.
- Reference to the vendors by POCs to encourage practices of exchange the goods in return of cash by the mutual settlement between POCs and vendor referred by POCs.
- Due to delay in approval of addendum of mid-year budget, COVID Quick Impact Activities, MPTF for the income generation of women POCs couldn't implemented on time as per the initial plan. Later on the budget of INR 1.9 M was repurposed for the additional micro grant disbursement to 74 POCs under MPTF in the month of December, 2021.
- Independent groups lost the motivation to run the enterprises due to the disruption of market closure, lack of orders and sustainable income generation.



- Livelihood support is a time intensive activity and due to the constraints in the existing budget it cannot be given out to a large number of refugees.
- Lack of collective efforts towards the demand side interventions, to ensure the consistent income of POCs to reduce their dependency on the monetary aid by UNHCR India.



*Micro Grant Distribution under Swavlamban project supported by UNHCR*

## Outcome

- The 184 women POCs on AGD lines, are being directly benefitted with the micro grant distribution in Delhi, Mewat and Jaipur in 2021 under the Multi Partner Trust Fund, whereas 25 male POCs were directly benefitted under the fund of regular project. Overall sustainability of facilitated micro business to POCs is ensured to be sustained with the Entrepreneurship Development Trainings (EDPs). POCs who were being targeted for the EDP Training Sessions with the objectives of scaling up the micro enterprises to make function their micro businesses as an independent entity in the coming years.
- Overall, POCs are being targeted in the livelihood intervention with the notion to reduce the aid dependency amongst the families and restore the dignified income generation activities. For next couple of year it has been recommended to keep a close track on the earnings and hand on hand entrepreneurship training sessions to balance the micro business in the fluctuations in market. For the Rohingya, CHIN and EAF communities look for the possibilities to exchange the goods with the established shopkeepers when POCs failed to manage the balance of fluctuations in income and needful expenses to run their families.
- Showcase of products of refugee artisans at Champa Gali Exhibition store, was an attempt for demand side intervention along with the 16 Days of Activism Campaign, 2021 by developing the platform of facilitation of market penetration of POCs, more than 50 products made by the refugee artisans were responded well by the visitors. Refugee artisan witnessed the mainstreamed market trends by meeting visitors. In a long run, such exhibition store could be the lead player to understand the market trends and demand side intervention.



*Micro Grant Distribution under Swavlamban project supported by UNHCR*

- 25 POCs received Micro Grants under MPTF Project in Mewat has to be followed up by the new implementing partner in 2022 for the EDP Trainings to the micro grantees.

## Lessons Learned

- The strength of the project lies in its multilateral approach and partnerships. FTF-I is an already established organization with a wide nationwide network. The market linkages and mentoring support through FTF-I enables the POCs to develop their skills and capacity. The FTF-I act as a point of contact for all stakeholders and ensure all challenges and obstacles are resolved at each step.
- While some of the challenges we face include lack of legal framework for refugees and no right to work acts as a main social environmental challenge in India while working with POCs. The employers are hesitant to employ refugees and language barriers are a big concern. For instance, the Chin community faces a language barrier that makes it difficult to engage with them. Both the communities coming from Myanmar still need to develop their skills and understand the local markets.
- The project does not give us the scope to work with asylum seekers which intern becomes a challenge as often asylum seekers approach us.
- For the posed challenges, which has been coupled with the pandemic led shrunk space for the income generation activities, to the refugee community along with the no legal right to work, we need to mark strong intervention at the demand side in local and mainstream market, to ensure the sustainable income of the POCs.



*Enterprise Development Program Training*





Production Meeting with trainees



Exhibition under Swavlamban project



Exhibition under Swavlamban project

## गरीबों की सेवा करना पुण्य का कार्य: निराला

अमर भारती संवाददाता

मुंबई इंदरी खंड के गांव छपेड़ा व हिरमखला में सोमवार को बिलिब डडिया संस्था द्वारा दोनों गांवों में 25.25 गरीब महिलाओं को निशुल्क खाद्य सामग्री वितरित की गई। इस सामग्री में अदरक, नमक, प्याज, सहीत अन्य सामग्री को शामिल किया गया। इस दौरान संस्था द्वारा पूर्व में गांव की अन्य स्वयं सहायता समूह की महिलाओं के सहयोग से सर्वे करने के बाद अली गरीबी में जीवन चालन करने वाली महिलाओं का चयन किया गया। इसके बाद गांव में महिलाओं को



खाद्य सामग्री का वितरण दिया गया। इस मौके पर बिलिब डडिया संस्था के प्रोजेक्ट कोऑर्डिनेटर निराला व जिला कोऑर्डिनेटर राजेंद्र देलवाल ने

बताया कि इस बार कोरोना की वजह से कई गरीब परिवारों पर वज्रपाती नती मिलने के कार अधिक संकट आया है। इसी बात को ध्यान में

● इंदरी खंड के गांव छपेड़ा व हिरमखला में सोमवार को बिलिब डडिया संस्था द्वारा दोनों गांवों में 25.25 गरीब महिलाओं को निशुल्क खाद्य सामग्री वितरित की गई

रखते हुए संस्था ने यह कदम उठाया है। उन्होंने बताया कि जबरन लोगों को सेवा करने ही सबसे बड़ा पुण्य का कार्य है। इससे पूर्व सलवार मुरादबासर, जालुका व अकेड़ा गांवों में खाद्य सामग्री का वितरण की है। आगे भी यह अभियान चलता रहेगा।





## SFURTI-SCHEME OF FUND FOR REGENERATION OF TRADITIONAL INDUSTRIES

SFURTI (Scheme of Fund for Regeneration of Traditional industries) is an aspirational scheme launched in 2005 by the government of India under Ministry of Micro Small and Medium Enterprises (MSME) to organize the traditional industries and artisans into clusters to make them competitive and provide support for their long-term sustainability and economy of scale and to provide sustained employment for traditional industry artisans and rural entrepreneurs. Fair Trade Forum India is the Technical Agency for the CSWS Mat Craft Cluster, Paschim Medinipur District, West Bengal for SFURTI Programme, MSME and an agreement has been signed with "Indian Micro Enterprises Development Foundation (IMEDF)" which is a nodal agency for the cluster. Fair Trade Forum India has provided all the need based technical support to the CSWS mat craft cluster in coordination with the Indian Micro Enterprises Development Foundation. Following are the objectives of the scheme

- Build the social capital in the cluster through imparting knowledge on cluster concepts and formation of SPV. Establish requisite common processing cum training centre.
- Upgrade the skill sets of artisans so as to match the latest designs and innovations in mat craft.
- Enhance income levels by encouraging less capital-intensive activities that can be taken up at household level such as mat weaving in loom, mat grass processing, cotton yarn reeling etc.
- Improve the entrepreneurial skills of the trained artisans so as to make them potential and vibrant producers.
- Expand the market base of the cluster by familiarization with new client base.
- Advance the competency of the cluster products quality control training.





# collaboration

## **Collaboration with Trust Law**

In March 2022, FTFI collaborated with Trust Law , the corporate foundation of Thomson Reuters, the global news and information services company. Trust Law is an independent charity, registered in the UK and the USA, who work to advance media freedom, foster more inclusive economies, and promote human rights. With a network of lawyers and legal aids across 175 countries across the globe under the Thomson Reuters Foundation, Trust Law provides legal support and services to FTFI fraternity which advocates for Fair Trade Movement and policies. Trust Law prides itself on providing pro-bono legal and allied service to CSOs, NGOs and social enterprises who are registered as for profit & with social goals presence. With this collaboration, all not-for-profit organizations and CSOs in the fair trade fraternity would have the opportunity to request for pro-bono legal assistance in their path to empower sustainable livelihood generation and implementation of fair trade principles across India. Due to the large network of lawyers and legal professionals spread across different cities in the country, pro-bono legal advice can be available both in online and offline formats to all members of Fair Trade Forum India.

## **Collaboration with the Vision Spring Foundation**

While most craft- workers rely heavily on their eyes, the likelihood of refractive errors among artisans and weavers is extremely high. They are the ones who have very limited access to eye care facilities as well as abysmal awareness. To combat the hidden disability of refractive errors, Fair Trade Forum India and VisionSpring have collaborated to screen up to 50000 artisans and weavers across India in the operation areas of member



organisations and provide eyeglasses to those who need them. During the CLEAR VISION INDIA 2022 conference, Ella Gudwin, CEO of VisionSpring, Anshu Taneja, Country Director, Ms Moon Sharma, Treasurer of FTF-I, and Mr Anchal Kumar, Executive Director of Fair Trader Forum India launched the partnership at the Indian Habitat Centre on March 29, 2022. (2nd Leadership Exchange on Public-Private Partnership for Clear Vision India Roundtable). This collaboration revealed fruits in just within 6 months



of the collaboration through successfully reaching out 50,000 artisan and weaver families across India. The collaboration bore fruit through the wide network of CSOs of Fair Trade Forum India. In the month of August the collaboration with Vision Spring was further extended and a total target of 55,000 artisans and weaver families were decided. The process of reaching out to more artisans is underway.

## SUSTAINABLE DEVELOPMENT GOALS





# campaigns and advocacy

## 16 DAY ACTIVISM

FTF-I had organized a distribution drive of sanitary pads in collaboration with Girl up Ikhtiyar for Asylum seekers refugee women in South Delhi & West Delhi; As Asylum seeker women are less likely to get the support of free menstrual hygiene kits. Total 87 Asylum seekers women had received free sanitary napkins. Session had been conducted in the form of storytelling and sought the active participation of the participants.



## INTERNATIONAL WOMEN'S DAY CELEBRATION

Promotion of Gender Equity and Free Association is one of the FT principles and is deeply embedded in its thoughts, cultures and practice. International Women's Day was celebrated by many of our member organisations and CSOs-Himadra Hans Handloom, Unnayan, MESH, Sasha, TARA Projects, ORUPA, Human Welfare Association, Sadhana, Dharohar, Shiv Shiksha Samiti, Rajasthan Mahila Kalyan Mandal, Grameen Vikas ewam Chetana Sansthan, Dharohar Foundation, Anwasha Tribal Art and Craft and many more. As per an estimate more than 30 member organization & approx. 500 artisans actively celebrated Women's Day inline with running campaign of WFTO.

FTF-I welcomed and celebrated 2021 International Women's Day by drawing on WFTO's IWD theme #SheLeadsTheWay. FTF-I identified 8



women leaders across its network organizations in India and interviewed them, which went onto all major social media platforms and gained popularity within the larger fair trade community. It also resulted in an increase in the visibility of FTF-I and its social media during March.

On International Women's Day, we hosted a successful webinar that focused on the larger theme of #SheLeadsTheWay and the importance of women's empowerment.

The webinar was graced by our three eminent panelists, R. Alice Vaz- IAS ( Chief Guest), Roopa Mehta - WFTO President and CEO of Sasha Association for Craft Producers followed by Prof. Anjali Karolia - Director Institute of Fashion Technology and Dean of Faculty of Family and Community Sciences, The MS University of Baroda. Smriti Kedia, CEO of Sadhna and member of the FTF- I executive council, effectively moderated the webinar.

### **CELEBRATION OF WORLD FAIR TRADE DAY**

World Fair Trade Day was celebrated across India by FTF – India from 8th to 14th May 2021. The international theme of Bring Back Fairer was celebrated and all the members and supporters of FTFI stood in solidarity for the cause. We also did the same in fighting against inequalities and climate change during these challenging times. Together, we strived to bring about transformations in our economies and trading practices for a FAIR and SUSTAINABLE future. Almost 27 member organizations and 900 artisans participated in the online campaign by FTF-I which was inline with theme of WFTO.

### **MSME DAY CELEBRATION**

Fair Trade Forum – India marked the celebration of 27 June, Micro-, Small and Medium-sized Enterprises Day, to take forward the United Nations Agenda to, "Raise public awareness of their contribution to sustainable development and the global economy." In 2021, the theme of "MSME 2021: key to an inclusive and sustainable recovery." Proposed by the United Nations was taken forward by hosting a number of online initiatives to explore how MSMEs – the backbone of India Economy – can be equipped to ensure an equitable and sustainable post COVID-19 recovery.

### **CELEBRATION OF MICRO SMALL AND MEDIUM ENTERPRISE DAY**

Fair Trade Forum India, in association with IDEA, are organising a session on Mental Health and Well being during Covid-19" for our Member Organisations and CSOs under the STREE/ EU project.

### **COVID Response**

The Sars Coronavirus hit India in the early March of 2020 and brought the whole country into nationwide lockdown. The biggest pandemic of its kind since Spanish Flu, the





pandemic had hit the artisan communities in rural areas of India hard. Fair Trade Forum India and its network CSOs had come together and responded to the dire needs of the artisan community by distributing 3665 health and safety kits. Through its network of 100 + CSOs, Fair Trade Forum India has been successful in reaching out to the most rural communities across the breadth of the country. FTFI provided the artisans community with the necessities of a pandemic such as sanitisers, soaps, masks and in many cases the rations for the families of the artisans. 43 CSOs of our network directly took part in the distribution of the health and safety kits and reached out to many communities across approx. 17+ States & UTs where the network of fair trade exists.





## awards and recognition

Women's Achievers Award, Atmanirbhar Bharat : Moon Sharma from Tara Projects bestowed "Women Achievers Award" under Atmanirbhar Bharat, a part of the government campaign.



**Mathew John was elected as the President of the Asian Organic movement (IFOAM Asia)** at the General Assembly in September 2021. The movement looks to engage in advocacy work and engaging with young people going forward in the organic world. SEWF verified social enterprise Last Forest is now a certified, genuine social enterprise! The endeavor of the Social Enterprise World Forum (SEWF) is to grow and expand the global social enterprise movement, culminating towards a worldwide social change. With their efforts, the SEWF are highlighting the efforts made by Social Enterprises in different countries, bringing to light the diverse initiatives made by these enterprises. With Last Forest's mission of being pioneers in providing sustainable living choices by connecting communities and markets, and a greater vision of making each stakeholder of Last Forest a custodian of the earth – Last Forest's principles align with the characteristics of what can be widely defined as a social enterprise.





# annual general meeting

Annual General Body Meeting for the FY 2020-21 was held virtually by Zoom on 29th Jan 2022. Mr. Mallikarjun lytha, President presided over with over 60 Members attending the meeting.

AGM recorded the untimely death of Mr. Vijay from Auro Nature / Member organization, due to COVID and a contribution of Rs.1.00 lac from Members & FTF-I was given to the family of Late Vijay by Ms. Moon Sharma during her visit to Pondicherry.

After completion of all the agenda points, as part of the agenda, EC for the term 2021-2025 saw the election of 5 new members to the 7 Member EC of FTF-I, all being elected unanimously. The new team consists of K. Panchaksharam (Panchu) from SIPA elected as President, Mr. Rajesh Kumar from Asha Handicrafts as Vice-President, Mr. Anurag Mittal from Pushpanjali as Secretary, Ms. Moon Sharma (Sheel Prabha) from Tara Projects as Treasurer, Fr. Paul Thomas from KIDS as Joint Secretary and Ms. Smriti Kedia from Sadana & Mr. Kamal Kishore from JKSMS as Members. Both Mr. Anurag and Mr. Kamal Kishore continue from the previous team and the EC being a staggered Committee, their term will continue till the next AGM.

While presenting the Activity Report for April to Dec 2021, out-going President explained the following key areas:

- (a) UNHCR sponsored Swalamban Project was completed by Dec 2021 and the final report & UC for funds be submitted to UNHCR by February end;
- (b) relating to EU funded STREE project, while the Project officially started from Jan 2020, most of the year 2020 and 2021 (for over 20 months in all), the project activities could not go as planned due to COVID pandemic and the lock down, while the staff working from home could initiate the activities;
- (c) Following the Result Oriented Monitoring (ROM) Report by an External Consultant appointed by EU, while presenting the report during Oct 2021, the incoming EC was requested to consider extension of the project for one more year and to work on the revision of the Log Frame (LF) of the activities, and
- (d) It was also suggested that with available staff, the Incoming EC to recruit needed new staff, to discuss and formalize the Activity-Plan for 2022-23.

## NEW EXECUTIVE COMMITTEE:

Following the Elections, the new Executive Committee had its first Inperson meeting on 17th & 18th Feb @ the Office in New Delhi. On invitation, while Mr. Mallikarjun lytha and Mr. Ranvir came in to brief the EC, formal handing over was not there.

During discussions, EC realized that in the absence of ED and the Accounts Officer, enough challenges are there in completing the left-over tasks and in building the activities. EC further resolved that while the earlier EC team need to assist in completing & filing the UCs to Donors for the Calendar year 2021, the present team will take things forward from 17th Feb onwards.

## इष्टतमोद्देश्य समिति



**DR. K. PANCHAKSHARAM**

Dr. K. Panchaksharam has been Founder President of Fair Trade Forum – India. He has been into the development sector for more than 4 decades. He is also the founder of SIPA in South India, based in Chennai / Tamilnadu. SIPA Fair Trade is a network organization facilitating the efforts of Livelihood support by Member organizations, besides Consortium Exports for over 3 decades. He has been elected as President of Fair Trade Forum–India

Mr. Rajesh Kumar is a Retd. Sub-Mariner with 15 yrs. of experience with Indian Navy, have worked with various social groups in society. In 2012, plunged into an education field as Principal and later Vice-President, overseeing 350 schools across India, with the leading Educational company. In 2016, he joined Asha Handcraft Association, in the capacity of CEO. He has been elected as Vice-President of Fair Trade Forum–India



**MR. RAJESH KUMAR**



**MR. ANURAG MITTAL**

Mr. Anurag Mittal has been serving earlier as Joint-Secretary of Fair Trade Forum – India. He has been leading Pushpanjali Fair Trade (PFT) for more than one decade. He has been elected as Secretary of Fair Trade Forum–India.

Fr. Paul Thomas has been working as the Executive Director, KIDS from 2017 onwards. He has been largely engaged in the promotion of handicrafts through eco-friendly initiatives by crafting products from natural fibre, supporting women artisans and differently-abled – following Fair Trade Principles. He has been elected as Joint-Secretary of Fair Trade Forum–India



**FR. PAUL THOMAS**







Sheel Prabha (Moon Sharma) is a grassroots Fair Trade activist at heart and a social entrepreneur in action. For more than three decades, she has been leading Tara Projects, a social enterprise committed towards bringing positive socio – economic changes in the lives of marginalized people in society. She has been re-elected as Treasurer of Fair Trade Forum-India

Smriti Kedia is currently Chief Executive of Sadhna, Founder Trustee, Plantrust, Scholastically trained social worker. She has been working in the development sector for last 15 years, primarily with women-based small enterprises. She has been elected as member of to the Executive Council of Fair Trade Forum-India.



**MRS. SMRITI KEDIA**



Mr. Kamal Kishor is the Chief Executive of JKSM. He has been contributing to the development sector for last 40 years and leading multiple projects in Rajasthan. He has been a part of the Fair trade Movement for last two decades. He continue to be an elected member to the Executive Council of Fair Trade Forum – India.

**MR. KAMAL KISHOR SHARMA**

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