

FTF-I Communique



July 2012

Newsletter of Fair Trade Forum - India

Secretary's Note

Fair Trade in India is entering a different phase I would rather say an interesting phase in which we are communicating more with the consumers who are in our proximity. Because FTF-I's current focus is promoting Fair Trade and Sustainable Consumption in India. It necessitates that we should be equipped with information about what we are doing and the impact that we intend to make. Interestingly there are a number of initiatives taking place, which are appealing for consumers and producers alike. The Fair Trade fraternity in India took serious efforts take the message of Fair Trade to people in different walks of life this year during World Fair Trade Day. You can see the highlights of World Fair Trade Day celebrations, which were organised in May in the Newsletter. I would also like to share with you two



interesting events, which are scheduled for this year. The Annual National Convention and AGM of FTF-I are taking place from 9th to 11th October 2012.

Along with this, we are hosting the AGMs of WFTO and WFTO Asia as well, which are scheduled for 12th October. I hope the convention would give us opportunity to further strengthen our collective efforts to provide better lives to our producers. Further, I would like to remind you about the opportunities of the current times. Fair Trade with its aware consumer base in the West had made majority of the Fair Trade organisations export oriented during the last four decades. But now we have enough reasons to explore Fair Trade market in India. There are a huge chunk of consumers who want to align with all those who can assure Fair approach to people and planet. Fair Trade can make inroads into the minds of people, if we can work more collectively through a close knit network. I suppose while assembling for the National Convention in October we can work out better strategies for the changing times.

S.C.Mittal, Secretary,
Fair Trade Forum-India

World Fair Trade Day 2012



Students from Indraprastha School performing in the World Fair Trade celebrations

This year, the World Fair Trade Day celebrations were really cheerful and splendid. Students, artisans, farmers, celebrities, musicians and above all consumers actively participated in the celebrations in at least 12 Indian cities, according to available reports. FTF-I congratulates all - the students who staged plays on Consumers Rights, the artisans who made wonderful products for the special exhibitions, the nature lovers who campaigned for banning of plastic bags, consumers who signed in support of Fair Trade and actor Boman Irani, who joined the celebrations 'virtually' - for making World Fair Trade Day 2012 so special and meaningful. Delhi, formal inauguration of World Fair Trade Day Celebrations: The formal opening of World Fair Trade Day 2012 celebrations was done on 12th May 2012 in the presence

of 300 children who came from various schools in Delhi, Haryana and Uttarakhand. This included students from the schools run by PYDS and Literacy India. Cultural programs including plays and dances presented by students were the main attractions of the celebrations organised at Sri Sathya Sai International Centre, New Delhi. The plays were on the themes of Fair Trade, Consumer Rights, Sustainable Consumption and Women Empowerment. Mr. S.C.Mittal, Secretary of FTF-I inaugurated the celebrations. Dr. Lalit Kumar, IES was the chief guest in the event.

The celebrations were organised as part of ProSustain project supported by the European Union and HIVOS.

(PI see more reports in the pages inside)

Remembering Chanchal



Chanchal Sen Gupta, former Secretary of FTF-I 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 were trying to reminisce about him were "hard work and positivism". It was quite obvious that people essentially have used these words to represent the inherent qualities of his personality.

Having got opportunities to work with him, I would rather say the 'hard work' and 'positivism' were acting

(PI see page 2...)

Child Labour Project

Exploring Sustainable Solutions for Child Labour

The project named 'Sustainable solutions in the fight against child labour in home-based craft production' seeks to ensure the rights and development of children working in the home-based crafts sector in



A student at Tara learning centre

Northern India. The main aim of the project is to develop a model, which, can be used by governments, industry, non-governmental organisations and child welfare agencies to provide sustainable solutions to child labour. Hence the project will be taking the views and concerns of the children and families involved, into account.

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

India (FTFI) and Shop for Change. Research to understand complex issues surrounding child labour in the Indian craft sector will be done towards "developing a model addressing the root causes of child

The main aim of the project is to develop a model can be used by governments, industry, non-governmental organisations and child welfare agencies to provide sustainable solutions to child labour.

labour in the home, such as low adult wage", as part of the project. Testing and refining the model will also be done before producing a guidance document to be used by different stakeholders.

Advocacy with government to induce policies which effectively addresses child labour such as starting schools in the child labour prone areas, is also envisaged. Advocacy initiatives are also planned to raise awareness among brands, retailers, exporters and contractors in the private sector on the impact their practices on home-based workers in general and child workers in particular, both in India and Europe. It is aimed to explore the ways

through which they can make improvements in their supply chains to eliminate child labour.

At the end of the project it is aimed to create and test a community-owned, sustainable model for the reduction of child labour in the Indian home-based craft sector. A network of key stakeholders (Fair Trade organisations, producer groups, civil society, communities, families, child workers themselves, retailers, exporters and the government) will also be empowered to work collectively on child labour issues. Dissemination of learning and guidance will enable the adoption of this model in other sectors and geographical areas.



A child labourer in Sarai Tarin, Moradabad

Remembering Chanchal

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as elixir for him. He had been asked by medical science to walk less and take less stress, the dictums, which were difficult for him to follow. Many times he inspired all with his high level of efficiency while dealing with the tough delivery schedules of product orders and the demand for quality, the two areas, which put utmost pressure to any craft producing organisation.

My first serious talk with him was during the National Convention of FTF-I in 2004, at Bangalore. He, the youngest amongst the then Executive Committee members of FTF-I, worked closely with the National Secretariat team and we found it easy to speak to him as he was closer to us in age. But what amused me was the eye for grabbing ideas, for his work, almost from anywhere. He was looking at the wood carvings being made by artisans from Shilpa, Bangalore, and he told me that, some of 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. During the last several years, many times, I witnessed his eye for drawing something from every experience of life, to adapt to his work, back at Silence.

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. The role he had taken in the conduct of AGMs, FTF-I's highest decision making body and organising EC meetings during his tenure as Associate Secretary and Secretary, were led by this spirit. Perhaps that spirit of inclusiveness is the biggest legacy or the footprint, which he leaves behind for the coming generation of Fair Trade leaders.

Any reference about Chanchal will be incomplete without his dear ones in Silence. During my visits to Silence, I could notice the affection and respect given by the artisans, office bearers and staff team to him. Many of them used to say that they want Chanchal Da "to work less", by referring to the occurrence of repeated hospitalisation due to the fatal health problem, which ultimately grabbed Chanchal from our hands.

Memories of Chanchal, who dared to travel to many distances to serve the cause of Fair Trade, often challenging his deteriorating health, will be inspiring. Memories never die and the movement he served and built up must go on. But the Fair Trade Fraternity will really miss his words of positivity, wisdom, inspiring hard work and beautiful smile. *(Jayakumar)*

Fair Trade Awareness Generation Program in Lucknow

World Fair Trade Day Celebrations

A Fair Trade awareness program was organized at Lucknow on 23rd May 2012 by Fair Trade Forum – India in partnership Grace Foundation and Kalatmak Handicrafts. It was the last among a series of Fair Trade promotional events, formally inaugurated on 12th May as part of World Fair Trade Day celebrations 2012. The program was organised under ProSustain project supported by the European Union. Representatives from Fair Trade organizations, students, academicians, development workers and representatives from various government departments participated in the program. Mr.S.C.Mittal, Secretary, FTF-I in his address, appreciated the participation of



Speakers of the World Fair Trade Day celebrations organised at Moradabad



Students in FAIR TRADE INDIA T-shirts

students in the event. He urged the students to take the movement forward. The program began with the experience sharing by representatives of Fair Trade organizations - Viswajeet Sarkar, SEWA-Lucknow, Bibekanand Roy, Grameen Crafts, Mansoor Lari, Kalatamak Handicrafts, Vijaya Rai, Unnayan Sansthan and Julias Kumar, Noah's Ark. Mr O.P. Yadav- Director Programmes, Fair Trade Forum – India and Mr. Ashish Chakravorty- Director, Grace Foundation – Lucknow facilitated the sessions. Mr. Yadav also elaborated the principles of Fair Trade and explained the present activities of the movement. The program was useful in developing basic

understanding about Fair Trade among the participants. Students from Department of Social Engineering, University of Lucknow, Baba Sahib Bhimrao Ambedkar University (BSBAU) and Indian Institute of Planning Management (IIPM) were present in the program.

Among the other dignitaries, who attended the event, Professor R.K. Pathak, former Director, Horticulture, Government of Uttar Pradesh invited the attention of Fair Trade

fraternity towards bio-farming and control of pollution.

Dr. S.P. Singh, retired scientist from the Central Institute of Medicinal and Aromatic Plants (CIMAP), urged that Fair Trade shall help the farmers to explore market for natural products. Dr. D.R. Sahu, Head of department of Social Engineering, University of Lucknow also spoke during the occasion.



The participants of the program



Lari, Kalatmak Handicrafts, Viswajeet Sarkar, Sewa-Lucknow, Ashish Chakravorty-Director, Grace Foundation and Julias , Noah's Ark sharing Fair Trade impacts

'I Support Fair Trade' Campaign and Special Exhibition at Sasha World Fair Trade Day Celebrations

This year eastern regional members of FTF-I celebrated World Fair Trade Day with the "I Support Fair Trade" campaign, special exhibitions and craft demonstrations organised in Fair Trade shops and shopping malls.

Silence, Madhya Kalikata Shilpangan, Equitable Marketing Association, Craft Resource Centre and Calcutta Rescue, the Kolkata based Fair Trade organisations jointly set up stalls to sell crafts products in City Centre 1 mall (Salt Lake), Forum Mall (Elgin Road) and at the Silence shop (Dakhinapan).

The 'Cotton Coolers' exhibition' was organised at the Sasha FAIR TRADE INDIA shop, from 12th to 31st May 2012. Hand printed and hand embroidered saris in organic cotton, home accessories, jewellery, shoes and bed linen were displayed and sold in the exhibition.

A craft workshop was also conducted by Sudeshna Mitra Woodhatch and women artisans from Calcutta Rescue in Sasha shop. They demonstrated making of recycled jewellery and decorative hangings. The recycled jewellery flew off



Roopa Mehta, Director, WFTO and Shraboni Hazra, CRC Exports during the I Support Fair Trade Campaign at the Forum Mall, Kolkata

the racks as girls flocked to the pretty crafts! It was fun to see everyone, old and young, join in and get their hands dirty- they cut old newspapers, drew on bags and stuck things

together to make beautiful objects. It turned out to be a very eventful and exciting World Fair Trade Day for everyone!

Kavita Sengupta, Sasha's most senior staff member launched the "I Support Fair Trade" campaign at the Sasha shop with her signature. In the afternoon the campaign was shifted to the two busy shopping malls in different parts of the city - The Forum mall and City Centre - 1 mall. The "I support Fair Trade" Signature Campaign was organised at both the locations.

In addition to this, craft demonstration of recycled jewellery by one of the women groups and decorative hangings by a master craftsman were organized at the City Centre. At Forum, a small table was set up with interesting crafts for promotion and sale. People in their enthusiasm bought the products, especially young ladies who could not resist buying the recycled jewellery!



Craft display at the Forum Mall

(Courtesy: Sasha)



The campaign Team (left), The Craft Display and 'I Support Fair Trade Campaign'

Awareness Program at Sadhna, ESAF Organises Campaign World Fair Trade Day Celebrations

SAHAJ Organises Fair Trade Awareness Sessions



Jabeen Jambughodawala, President, FTF-I and Ranveer, Sahaj leading Fair Trade awareness programs

ESAF's Campaign

ESAF conducted a 9-day long Fair Trade campaign at various places of Thrissur city, the cultural capital of Kerala from 11th May to 19th May 2012 to celebrate World Fair Trade Day. About 15000 notices were distributed through newspapers and demo-tents at different places. Live demonstration of crafts was also organised at Mannuthy, near ESAF's head office.



Sadhna Organises Artisans & Staff Meet

A meeting of artisans and staff was organised in Sadhna to celebrate World Fair Trade Day on 17th May 2012. Ms. Leela Vijayaverjia, Chief Executive of Sadhna and member, Executive Council, Fair Trade Forum – India explained about Fair Trade and its principles. The artisans who attend exhibitions were given orientation on how to deal with customers. The movies on Sadhna was also shown to producers. Special posters and display materials were also made as part of the celebrations.



Artisans of Sadhna at the World Fair Trade Day celebrations

Sadhna sets up Common Facility Centre for Artisans



Left: Ms. Jabeen Jambughodawala, President, FTF-I Speaking
Right: Inauguration of CFC

Sadhna had set up a Common Facility Centre (CFC) at Delwara Village. Mr. Jiji Mammen, Chief General Manager, NABARD, Jaipur inaugurated the building on 22nd June 2012. Ms. Jabeen Jambughodawala, President, FTF- I, Ms. Padmini Shrama, Executive Director, FTF- I, Ms. Priyanka Singh, Chief Executive, Seva Mandir, Mr. Vijendra Singh, DDM, NABARD, Udaipur, Mr. Ajay Mehta, President Seva Mandir, Ms. Kamayani Jalan and Mr. H.R. Bhati, Sadhna Trustee were also present during the inauguration.

Ms. Leela Vijayaverjia Chief Executive, Sadhna was happy to share Sadhna's journey since its inception in 1988 to date. She expressed her gratitude to all the well wishers, customers, supporters, artisans, and staff members for their support without which the journey would not have been possible.

FAIR TRADE INDIA Shops Celebrates World Fair Trade Day World Fair Trade Day Celebrations

Mesh Shop



Andrew 'Dilliwalla' singing for Fair Trade

The special exhibition of Cotton kurtees was organised at Mesh FAIR TRADE INDIA shop from 11th to 31st May 2012. A discount of 10% was offered on selected clothes as well. The exhibition was inaugurated on 11th May 2012 on the eve of World Fair Trade Day. Singer Andrew Dilliwalla and his band performed during the inaugural ceremony of the exhibition. The garments with hand-embroidery from Sadhna and MKS displayed in the exhibition received encouraging response from consumers.



FTF-I team member with Brand logo

Indha Shop

Boman Irani joined Fair Trade fraternity in the World Fair Trade Day celebrations organised at Indha FAIR TRADE INDIA shop virtually. Students from Literacy India school and singer-composer Deepak Castellino made the occasion enjoyable with lot of music and fun. Staff team of FTF-I, representatives from Orupa, Anwesha and Imex took part in the celebrations organised at Indha FAIRTRADEINDIA shop, Gurgaon. The program was started with warm welcome to all by Captain Indrani Singh, founder of Literacy India and Indha shop.

Soon, actor Boman Irani came online to talk to the guests and Fair Trade fraternity. While interacting with Indrani, Jayakumar and Sayantani from FTF-I, he commended the efforts done by Fair Trade fraternity.

Among the participants include O.P.Yadav, Director-Programs, FTF-I, Anand Das, consultant, Fair Trade Original (FTO), the Netherlands, Avneet and Faizal, Academy of Applied Arts, Dileep Das, Orupa, Damrudhar, Anwesha, Sapna Kulshrestha, CSR Dept-Maruti and students as well as producers from Literacy India.



Musician Deepak Castellino sings in the Fair Trade Day Celebrations at Indha Shop

Green Shop

Smart display standees were developed by Greenshop to celebrate World Fair trade day 2012. The standees are in display at Green Shops at Ooty, Coonoor and Kothagiri. Green Shops, selling natural and organic products were the first ones, which came under the FAIR TRADE INDIA brand. The shop is sourcing products from several other Fair Trade and ethical producers as well. The friends at Greenshop distributed seabuckthorn juice and green tea in the shops. Something unique about the celebrations was a gift of organic red rice from an anonymous donor who wanted small packets of it be distributed to customers, by asking them to do something good in turn to others!



Special display at Greenshop

Welcome to New Members Sanskriti and Gramshree



Gramshree Trust: Gramshree, Ahmedabad's mission is to empower women to be the catalysts of change in their families and communities. The organisation provides opportunities for steady income and involves them in confidence building activities in a nurturing environment. Profit from the sale of products is ploughed back to the organisation's activities in health, education, personal finance and leadership training. Gramshree has got four retail outlets – three in Ahmedabad and one in Chennai. Gramshree is working with 1000 women in Ahmedabad, Patan and Kutch districts. All of them are home based workers. The organisation takes inspiration from Gandhi ji and incorporates his principles of equality, self-reliance, truth, non-violence and the empowerment of the needy.

Courtesy: Gramshree Trust



FTF-I welcomes two of its new members, 'Sanskriti Expressions', Jaipur and Gramshree Trust from Ahmedabad to the Fair Trade Fraternity.

Sanskriti Expressions: The organisation located at the city of Udaipur and is involved in manufacturing and marketing of handicrafts. The core activity of Sanskriti is setting up of new stores by continuously upgrading merchandise. In addition to this



the organisation also does whole sale of products with in India. The organisations is also involved in direct exports of products over a decade. The producer groups of Sanskriti are located in the clusters of Udaipur, Jalore, Jodhpur, Kishangarh and Pindwada.

Courtesy: Sanskriti Expressions

Award to Moon Sharma



The 'Social Entrepreneur of the Year 2012' award was conferred to Ms. Moon Sharma, Chief Experience Officer, TARA Projects for the social and economic contribution to the society. The award was instituted by Franchise India in association with Bloomberg UTV. Ms. Moon Sharma is the immediate past Secretary of Fair Trade Forum – India. She had been associated with Tara and Fair Trade for the last four decades, from her student days onwards as a volunteer. She became the CEO of Tara before a decade. She was also recently elected as the Vice President and Executive Committee member of Emmaus International based in Paris, France.

The award was presented during the second National Convention 'Entrepreneur India 2012' organised at Hotel Claridges, Surajkund, New Delhi on 18 -19 May 2012. This year's conference brought together eminent industry experts and members of Government of India apex bodies where they exchanged brimming ideas, inscribed guidelines and explicitly talked about growth opportunities for the new age entrepreneurs of India

Shop for Change Enters Shoppers Stop

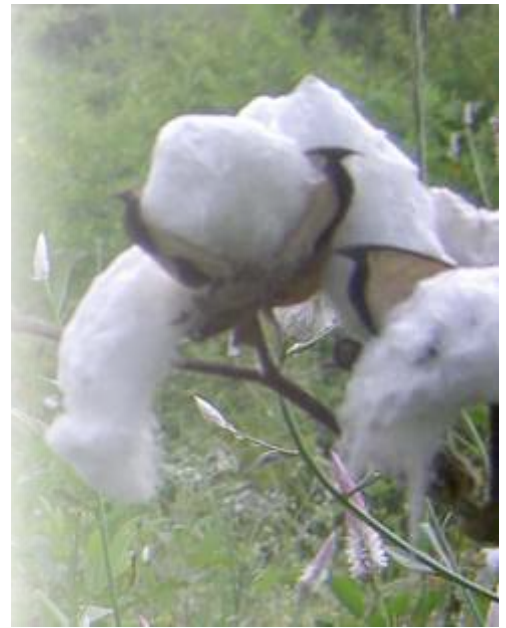
Shop for Change certified cotton apparel is now available in Shoppers Stop. Last week Shoppers Stop has launched women ethnic wear made from Shop for Change Fair Trade certified cotton produced by Chetna Organic. Both Shop for Change and Chetna are members of FTF-I. The range was launched under the popular brand STOP. The certification guarantees the farmers 15% additional income when compared to the



conventional cotton. The Fair Trade range will be sold through Shoppers Stop's stores in Mumbai, Delhi, Bangalore, Kolkata and Hyderabad. Shop for Change, is is also an associate partner in ProSustain project supported by European Union and HIVOS. Apparels made of Shop for Change certified cotton is available also in leading stores like AND, No Nasties and Mother Earth.

Fairly Organic Fair Trade Cotton Project

The farmers of several villages in Vidarbha region, predominantly involved in farming of cotton were at the verge of total collapse due to the increased input cost and low price of seed cotton. But through Fair Trade and organic route now many farmers are regaining their trust in soil. They are now confident of earning sustainable income through farming and ensuring prosperity for their families and community. While completing its second year, the project "Fair Trade Supply Chain Development in India, Nepal and Sri Lanka" offers many positive examples to cite, similar to the optimism and confidence reflected by the cotton farmers in Vidarbha. The project is supported by the European Union. Formaper-Italy, CTM Altramerco-Italy and Fair Trade Forum - India are the partners of the project.



The name of Vidarbha region of Maharashtra was in the headlines during the last few years for the suicide of cotton farmers. According to unofficial estimates the number of people committed suicide in the year 2012 in the region was 700, majority of them were cotton farmers. Such spate of farmers' suicides from the region had started coming to the media from 2005 onwards.



A cotton plant

linkage based on Fair Trade supply chain. Pramod Dendawe, is one of the farmers working with Chetna Organic in Akola, which falls in the Vidarbha region. Pramod who received expert training and on-field mentoring under the the project "Fair Trade Supply Chain Development in India, Sri Lanka and Nepal", now tells a different story, unlike many others ended their lives due to huge financial burden caused by crop loss . He is

grew genetically-modified cotton, killed themselves because early rains ruined their crop. They had borrowed money to buy fertilisers and Genetically Modified (GM) seeds from the black market, because advertisements said the yield would be more". Pramod and his fellow farmers now realises that organic farming is the sustainable strategy. "And when we decided to understand Fair Trade



A farmer in his field where vegetables are cultivated as interim crop

The Cotton project was conceived to primarily address the root causes, which led to the alarming number of farmers suicides in the region by promoting appropriate farming practices based on organic cultivation as well as market



The seed cotton is being transported to the market

one of the 1192 farmers now doing organic farming and trying to build up a "Fair" strategy to make farming sustainable. While referring to his regained confidence in farming by shifting into organic cultivation he says, "last year, three of my neighbors who

practices, we were opening the avenue to a market, which understand us", he says. Organic farming and understanding as well as following Fair Trade practices are connecting farmers like Pramod to industries and consumers who think on



Sample developed by CTM under the project

the similar lines. Having got opportunities to know about Fair Trade and its role in extending sustainable income to farmers through the training programs organised as part of "Fair Trade Supply Chain project", he says "if my customers know me, they'll make sure I don't die."

The hope and confidence of farmers like Promod manifest the changes being initiated by in the Cotton project in the region hit by the worst form of agrarian crisis. While barely the first harvest after the training and mentoring about organic farming and Fair Trade was completed, one of the partners in the project CTM sent a sample enquiry for organic clothes. O.P.Yadav, Director – Programs, Fair Trade Forum – India says "one of the highlights of the project is its focus on building up a

functional supply chain, right from the initial stages of the project. Towards facilitating this, whilst the farm level training and capacity building were still under way, we had started identifying, meeting and networking with the other players in the cotton supply chain such as ginner, spinners, weavers, dyers and garment manufacturers and fashion industry." While referring to the efforts to ensure market orientation "Andrea Badalamenti" from Formaper, the lead partner of the project says, "we involved the fashion element as an integral part of the project and started working on the specifics such as branding the product line and developing new samples according to the predictions for the coming seasons."

In May 2011 CTM Altrómercato placed an initial order to Assisi Garments – an industry member joined in the supply chain being built up under the project - for a collection of textile products, which are imported to Italy for the collection spring-summer 2012 and autumn-winter 2012. Referring to this, Vittorio Leprox, CTM Altrómercato says, "we were confident that at the end of season we will be able to connect the potential supply chain players with a real business case." Now, while continuing with the project, back in India, the project team could bring 28 companies or organisations as potential partners in the supply chain, through networking, training and auditing.

While sharing the highlights of the project,

Padmini Sharma, Executive Director of , FTF-I says, "in fact from the commercial point of view the main effort is to link producers from Maharashtra with SMEs in Tirupur, who are potential partners in the supply chain. From the technical point of view several upgrading and advisory interventions have been planned with expert inputs beginning from farmers' level to the garment manufacturers' level". Three members from the supply chain - two farmers organisations, COFA, IIRD and one cotton industry - Assisi Garments, which has spinning, weaving as well as garment units in Tirupur have already acquired membership in Fair Trade Forum – India, after the launch of the project.

The project's future ground consists of efforts to further institutionalise farm level learnings, strengthen supply chain, work on new garment designs for the coming seasons and marketing it among the consumers.



A farmer at the training program

The views expressed in the report is of the writer not the official version of FTF-I or European Union



Training of local level trainers in progress in Akola



A networking meeting at a Garment Unit in Tirupur



FTF-I members meeting Gabriella

Visit of CTM Designer

Gabriella from CTM Altrómercato, Italy shared the current trends in textiles and cotton apparel in Europe and Italian market in an information sharing session organised by Fair Trade Forum – India. FTF-I members, who are in apparel and textiles from Delhi and the nearby areas were invited to the meeting. CTM is one of the partners in project 'Fair Trade Supply Chain Development in India and Nepal'. The members shared information about products, supply chain and their organisations during the meeting.

Fairly Get Connected

Fair Trade



Producers, With Products

Fair Trade connects you with the hands and minds, which create a product...Pick a Fair Trade product...Touch the lives of the less privileged producers... who choose to be Fair to the people and planet...Fair Trade ensures people friendly and environment friendly practices...Buy a Fair Trade product and make a win win situation for Consumers and Producers to realize Sustainable Development.



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

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