



Photo courtesy: Silence, Kolkata



# World Fair Trade Day 2013



FTF-I welcoming the distinguished guests at the event. (from left onwards) Ms. Padmini Sharma, Executive Director, FTF-I, Mr. A K Handoo, Former Director-North, DC (H), Mr. Ajay Sahai, DG, Federation of Indian Export Organisations (FIEO), Mr. A. K. Angurana, Managing Director, TRIFED, Ms. Moon Sharma, President FTF-I and Ms. Naina Bakshi, Regional Labour Commissioner, Ministry of Labour & Employment.

Fair Trade Forum-India organised a Fair Trade campaign, info-sharing and cultural program to celebrate World Fair Trade Day at Instituto Cervantes, 48 Hanuman Road, New Delhi-110001. The program was attended by various government representatives and delegates, representatives from various Fair Trade organisations, NGOs, civil society and general public. Delhi BJP Chief, Mr. Vijender Gupta was the Chief Guest and Mr. Ajay Sahai, DG, Federation of Indian Export Organisations (FIEO) was the Guest of Honor. Among the other distinguished guests were- Mr. A. K. Angurana, Managing Director, TRIFED India, Ms. Naina Bakshi, Regional Labour Commissioner, Ministry of Labour & Employment, Mr. A K Handoo, Former

Director-North, DC (H) and representatives from the Ministry of Women & Child Development. Representatives from various Fair Trade organisations in India also graced the occasion— ANWESHA-Orissa, CONSERVE-India Delhi, USHA Exim-Delhi, ARUNIM-Delhi, The Child Trust-Delhi, TRIFED, Tara Projects-Delhi, Kalatamak Handicrafts-Lucknow, Calcutta Rescue-Kolkata, Sasha-Kolkata and Sanskriti Expressions-Udaipur. Other organisations like Action Aid Delhi, World Wide Opportunities on organic farming (WWOOF) Delhi and Centre for Education and Communication (CEC-India) also participated in the celebrations. Mr. A K Angurana



A view of participants

released the FTF-I film titled 'Fair Trade-the Way Forward', which was screened for the audience as well. Mr. Ajay Sahai released FTF-I's 'Corporate Gift Catalogue' consisting of corporate gifting ideas for Fair Trade products. Mr. A K Handoo received the first catalogue presented by Mr. Ajay Sahai. Ms. Moon Sharma, President FTF-I acquainted the audience on 'what is Fair Trade' and 'shared a brief account of World Fair Trade day events being organized all over the world. She also introduced the 'FAIR TRADE INDIA' brand, an umbrella brand for Fair Trade shops, to the audience, officially launched in 2011. There was a performance by an Indi-Pop band 'Jhoom', originally from Goa. The band gave an enthralling music performance, displaying their spirit and spunk by playing songs in Hindi and English. They also played a few



Jhoom Band performing at the event

Goan songs, bringing in the essence of the sand and sea with a tinge of Indian music. The audience was highly thrilled and joined the fun and frolic by dancing to the songs played by Jhoom. Overall, the program was a success, an amalgamation of cognisance and entertainment.

To read further, please see Page 12

# 'Sustainable Livelihood: the Scope of Fair Trade Interventions'



Moon Sharma, President, FTF-I

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



Sudeshna Mitra Woodhatch, Secretary, FTF-I

research scholars and representatives of government departments.

The program was inaugurated by the Chief Guest, Mr. S S Gupta, IAS, Development Commissioner of Handicrafts, Government of India. Mr. Rakesh Kumar, Executive Director, EPCH (Export Promotion Council for Handicrafts) was the Guest of Honor.

Ms. Sudeshna Mitra-Woodhatch, secretary, FTF-I welcomed the participants. In the inaugural session Ms. Moon Sharma, president, FTF-I shared the pro-active role of

the Fair Trade movement, which began in the 1960s, aimed at the well being and livelihood generation of the grassroots artisans as well as farmers. The representatives of the government commended the work of FTF-I and its member organisations to promote Fair Trade in the domestic market. DC (H) offered support to the network in all possible ways. They encouraged utilizing the resources available with the government in terms of acquiring a wider platform for marketing opportunities (participation in exhibitions, exclusive craft bazaars, and international exhibitions) and capacity building of the artisans through various schemes of DC (H). Mr. A.K Handoo, former Director DC (H), also participated in the discussions.

The first session titled '*Non Tariff Barriers (NTBs) In Fair Trade perspective*' was chaired by Dr. Samar Verma. Presentations were done by Dr. Abhijit Das, Head & Professor, Center for WTO Studies, IIFT, New Delhi, Mr. Selvam Daniel, Managing Director, Ecocert and Mr. Pankaj Mehndiratta, Consultant, Tara Projects. The examples of non-tariff barriers and its impact on the small enterprises, especially on craft producers were discussed in the session.

The second session was taken by Mr. Lybi Johnson of Kudumbashree/NRLM (national Rural Livelihood Mission), Kerala. The session focused on the livelihood-market access breakthroughs and challenges faced under



S S Gupta, IAS, DC (Handicrafts)

Kudumbashree. The session was chaired by Ms. Meena Bilgi from WOCAN (Women organising for Change in Agriculture and Natural Resources Management)).

The third session was on the '*Role of Government Procurement & Schemes to Ensure a Fair Deal to Farmers and Artisans*'. Ms. Alka Arora, Managing Director, Central Cottage Industries



Rakesh Kumar, Executive Director, EPCH

Corporation of India Ltd was invited to present the ways in which the member organisations of the fair trade network can engage with the government to utilize the resources available for them.

Ms. Alka Arora during her presentation informed that they are open to Fair procurement options if good quality and trendy products are available.

Dr. K. Panchaksharam presented experiences of AHVY (Ambedkar Hastashilp Vikas Yojana-AHVY) scheme from two member organizations of FTF-I. According to him in general the



Dr. Samar Verma, IDRC, Dr. Abhijit Das, IIFT



Ms. Alka Arora, MD, CCIC during her presentation informed that they are open to Fair procurement options if good quality and trendy products are available.



Nikhil Burman, CSWS, Alka Arora, MD, CCIC and A K Handoo, Director (north) ret'd., DC(H)

scheme was helpful in imparting capacities, design skills and providing facilities at the producer level. As a whole the training was helpful in building up the entrepreneurial skills of the artisans.

After the third session, there were

presentations from two organisations working for the development livelihoods of the poor through innovative projects and institutions. Mr. N. K. Burman, General Secretary, CSWS (Child & Social Welfare Society) and Mr. M. Kalyanasundaram, Program Leader, Dhan Foundation were the two presenters. They focused on their organizations establishment, their understanding of sustainable livelihood and various strategies they use for the socio-economic development and their journey so far along with the challenges they face in their working.

The audience after the

third session was asked to give their inputs/suggestions and share their views on how to take the concept of fair trade ahead and make it a mass appeal in future. Mr. A.K Handoo stressed on the need to create awareness among artisans and consumers.

Mr. Naresh from HIVOS, India opined that Fair Trade should not become a niche thing. Wider range of products and more forms of artistry have to be brought under it as well. More efforts to expand the product lines are needed. In addition to handicrafts, food and other agro-based products should also get attention in Fair Trade. More efforts to build up domestic market for Fair Trade are required. Overall, the purpose of the consultation was well served. People from various sections of civil society, including the government, came forward to pool in their ideas to develop an efficient strategy and come up with a good business plan.



Dr. K. Panchaksharam, founder president, FTF-I



A view of the audience

## FTF-I Submits Suggestions on the 12th Plan

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

- Components of social and environmental concerns and the upcoming global statutory regulations to ensure gender equity, fair wages and environment friendly practices/ processes and products that are free from child labor should be included as the core objectives of the project AHVY (Ambedkar Hastshilp Vikas Yojana). Schemes are also needed to development of special clusters on Fair Trade norms under the AHVY project.
- Introduce a value chain fund to address the short term capital requirements of craft producers
- Regular mechanism for coordination between NSIDC (National Small Industries Development Corporation) working under Ministry of MSME and Ministry of Textiles-O/o Development Commissioner Handicrafts to ensure that the foreign retail giants procure from small handicrafts enterprises
- A single brand based on the ideals of Fair Trade to integrate marketing and retailing initiatives for handicrafts/ handloom/ natural food/ tribal craft
- A separate fund to support craft communities to get benefit of GI
- There shall be clear guidelines towards integrating various government schemes that covers handicrafts sector such as schemes by Ministry of MSME, Ministry of Agriculture, Ministry of Rural Development and Ministry of Commerce

# Workshop on Retail



(Left) Ms. Roopa Mehta, Independent Director, WFTO addresses the participants. (Right) A role play in the training



Fair Trade Forum –India organized a workshop on retail in association with Indian Retail School (IRS) at New Delhi from 11th to 13th May 2013. The

objective of the workshop was to impart the practical knowledge to the shop managers to organize the retail operations. A customized training program was prepared for the training by the experts from IRS after visiting selected shops. Thirty two participants including 28 shop managers from FAIR TRADE INDIA shops took part in the workshop. Four representatives of Fair Trade organizations from Nepal and Bangladesh were also given opportunity to participate in the

workshop.

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

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



An activity in the workshop



An activity in the workshop

Participant organisations:

Kumaon Grameen Udyog, The Ants, Literacy India, Purkal Stree Shakti, Sasha, Anwasha, Orupa, Kalatmak handicrafts, Silence, Arunim, Calcutta Rescue, JKSMS, Sanskriti Expressions, Shantimalai Handicrafts, Sadhna and Sahaj



Group photo: Participants and facilitators of the workshop



# Toda, Lucknow Zardosi Under GI Protection

The GI status not only ensures uniform pricing for Toda embroidery products but also insulates the art from being duplicated.

Two traditional craft-lines 'Toda Embroidery' in Nilgiris and 'Lucknow Zardosi' were granted Geographical Indication status as a result of the efforts of member organisations of FTF-I in association with other like minded partners. GI registration is an insignia on products having a unique geographical origin and evolution over centuries. It is a mark of authenticity and helps in quick brand recall while marketing. It is governed by the Geographical Indications of Goods (Registration and Protection) Act, 1999.

## Toda embroidery

The Toda embroidery done by the Toda community of the Nilgiris has been granted Geographical Indication (GI) status for their unique embroidery, which is known for its striking colors. The GI status was given in March 2013 by Chaitanya Prasad, Registrar of Geographical Indications.

The recognition came after five years of effort by Toda Nalavaazhvu Sangham, Key Stone Foundation and Poompuhar (Tamil Nadu Handicrafts Development



Artisans doing Toda embroidery

Corporation). District Collector Archana Patnaik handed over the certificate to the representatives at a formal function organized on this honor. The function was attended by Pratim Roy, Director of Key Stone Foundation, Jailani of Win Lexis that supported the initiative for GI status, Prasanth from the Registry of Geographical Indications, Prem Kumar, Marketing Manager of Poompuhar, Geetha Srinivasan of INTACH, Dr. Tarun Chabra, patron of tribal community and Kottradu Kuttan, Head of Toda Nalavaazhvu Sangham.

The GI status not only ensures uniform pricing for Toda embroidery products but also insulates the art from being duplicated. Of the nearly 1,600 tribal people in nearly 69 hamlets, a little more than 400 are said to be actively involved in embroidery.

The product range has now widened from Pootkhulu (shawl) to wall hangings, table mats, shoulder bags and gents and ladies shopping bag.

To see more Toda products, please log on to: <http://lastforest.in/products-page/embroidery/>

## Lucknow Zardosi

Lucknow Zardozi has been granted the Geographical Indicator logo and registration by the Geographical Indication Registry in April 2013 as a result of consistent efforts initiated by Kalatmak Handicrafts Foundation, Lucknow. The Foundation has been working for the past several years for registering Lucknow Zardozi, the internationally renowned hand embroidery under Geographical



Indication. Now, with the granting of GI status, the intricate needle handicraft 'Lucknow Zardozi' is a brand, which

cannot be produced and marketed other than by the artisans from the region.

With GI registration, the craft has gained an official recognition, which would help in product differentiation, checking imitation and deriving more economic benefit from its trade. Uttar Pradesh has been home to many handicraft clusters, which have flourished over the decades. One such craft is Zardozi, which is traditionally prevalent in Lucknow and the six

# FK South-South Exchange



FK Fellows at the GIFT Ideas Fair

The FK South-South Exchange Program, supported by FK-Norway aims to facilitate sharing of knowledge and the best practices between development organisations of various South-Asian countries. Salma Serchan, Geeta Shrestha and Amrit Prasad Pyakurel from Fair Trade Group-Nepal as well as Mamum-Ur-Rashid from Ecota Forum, Bangladesh were selected to take part in the program in India for the year 2012-13. The FK fellows at FTF-I have

had comprehensive experience and hands-on training and exposure through their engagements with various FTF-I members and the network itself. Asha Handicrafts, Conserve, Creative Handicrafts, Hansiba (Shop owned by Sewa-TFC), JKSMS, Kala Aparajita, Literacy India, Mesh, Pushpanjali, Sasha, Tara and Umang were the FTF-I member organisations in which the FK fellows came to India were posted this year. The FK Fellows were given opportunities to learn important areas of business such as brand promotion, retailing, packaging of products, product designing, visual



FK Fellows from India



FK Fellow undergoing training in a glass producing group

merchandising and corporate gift marketing. They were also given hands on training on Fair Trade promotion in campuses.

Jayashashi Sharm, JKSMS and Dipendra Gupta, Literacy India were selected as FK fellows from India for the exchange program in the year 2012-13. During the program they were posted in Dhakuti, Mahaguti and Sanahastkala - member organisations of Fair Trade Group Nepal.

## GI Protection From Page 6

surrounding districts of Barabanki, Unnao, Sitapur, Rae Bareli, Hardoi and Amethi. This cluster supports an estimated 1,75,000 Zardozi artisans and around 2,00,000 people directly involved in the supply and value chain. There are over 10,000 micro and small enterprises engaged in manufacturing of Zardozi products like apparels, home furnishing, shoes, bags etc in the region.

These products are sold all over India and also exported to different parts of the world. The GI registration is a major step forward in branding and promotion of Zardozi products. Kalatmak SHG Foundation would undertake very aggressive post GI activities to achieve the above objectives.

The state of Uttar Pradesh is blessed with many traditional clusters which have developed over several decades. These clusters are now the cultural heritage as well as economic drivers in their respective



Certificate showing GI status of Lucknow Zardosi being released

regions. Lucknow now has the distinction of three GI brands viz. Chikankari, Zardozi and Dussehri mango.

Kalatmak organized the "Launch of Lucknow Zardozi" and post GI activity seminar cum workshop at UP Tourism auditorium (Paryatan Bhavan), Lucknow on World Intellectual Property Day on 26th April 2013. B S Gangawar, Hon'ble Minister Small Scale Industries (SSI) and Export Promotion, Government of UP was the Chief Guest. Mukul Singhal, Principal Secretary, SSI and Export Promotion

UP, was Guest of Honor.

The sessions were taken by an expert from 'Intellectual Property India', Chennai. Scope of coordination with agencies such as office of Development Commissioner Handicrafts, Govt. of India, Export Promotion Council for Handicrafts (EPCH), UP Export Promotion Bureau, NABARD and SIDBI was also discussed in the workshop. In the concluding session Mr. Mansoor Lari, CEO of Kalatamak Handicrafts presented a Post GI master plan for promoting Lucknow Zardozi.



# GiFT Ideas Fair

Sixteen members of FTF-I participated in the Fair. Handicrafts made of wood, stone, terracotta, ceramic, glass, metal, paper, natural fibre, recycled materials, fabric and food products such as jams and fruits' jelly were displayed in the Fair



Inaugural session of GiFT Ideas Fair

The GiFT Ideas Fair was organised from 20th to 22nd March 2013 at Niryat Bhawan, Rao Tula Ram Marg, New Delhi, in partnership with the Federation of Indian Export organisations (FIEO). The stalls in the Fair were formally opened by His Excellency Mr. Vitaly Prima, Ambassador of Belarus in India. Mr. Ajay Sahai, Director General and CEO, FIEO and Ms. Sudeshna Mitra Woodhatch, Secretary, FTF-I were also present in the inaugural ceremony. The Fair was supported by the European Commission

and HIVOS under the ProSustain project. Several representatives of foreign diplomatic missions visited the Fair in the forenoon on the first day. The visitors of the first day included Mr. Pishu G Ifergan, Special Economic Advisor to the Prime Minister of Guinea Bissau, Ms. Shashank Goel, Resident Commissioner of Andhra Pradesh, Mr. T.S.Ahluwalia, Member-Managing Committee, FIEO and Mr. Sunil Agnihotri, Joint Director General, FIEO. Rajasthani Folk performances

presented by Patasi Devi and group associated with Tara (FTF-I member) made the inaugural ceremony of the GiFT Ideas Fair 2013 an enthralling experience for the guests, visitors and participants.

A 'GiFT Ideas Fair Directory', featuring the participant-profiles and products of the Fair was prepared and circulated to potential GiFT buyers and visitors. It was a B2B cum retail fair.

Sixteen members of FTF-I participated in the Fair. The FTF-I members who took part in the Fair included Asha Handicrafts, Arunim, Calcutta Rescue, JKSMS, Kalatmak handicrafts, Kala Aparajita, Literacy India, Mesh, Purkal Stree Shakti, Pushpanjali, Sandur Kushala Kala, Sanskriti Expressions, Sadhna, Tara Projects, Umang and Usha Exim.



(Left) Distribution of certificates to participants of workshop on packaging. (Right) Training of recycled paper bag making





# Literacy India



## Enacts Alibaba Aur Chalis Chor

The timeless Arabian folk tale 'Ali Baba Aur Chaalis Chor' was presented in on 5<sup>th</sup> May, 2013 at EPICENTRE at GURGAON by the children of Literacy India. *Khul Ja Sim Sim's* curtain was opened with 22 children in colorful costumes amidst music, song and humor.

Rakyesh Omprakash Mehra, noted Bollywood director and producer felicitated the young talents and stars. Shrivardhan Trivedi, anchor of 'Sansani' on Star News and Mr. Doliram, a former student from Literacy India School welcomed the audience and introduced Literacy India's programs and the play to the audience.

# Adivasi Mela 2013

## FTF-I partners with Orupa

FTF-I supported participation of four members in the Adivasi Mela organized from 26th January to 9th February 2013 at Adivasi Exhibition Ground, Bhubaneswar, Orissa. Orupa, Anwesha, Unnayan and Aparajita were the members with Orupa coordinating the participation of FTF-I members in the Fair.

The main attraction of this year's Mela was the 'Tribal Village' where more than 29 tribal huts of different tribal groups were set up, which showcased skilled art and craft used in the daily life of the tribals. The huts were dabbled with red soil and beautiful paintings were made on them. Each house had separate place for cooking, poultry and cattle.

The Mela, organized every year is considered the oldest and the most

colorful festival of tribal people where all the 62 tribes from Orissa come over to the exhibition ground to spread out their ethnic mosaic. Adivasi Mela - the ethnically vibrant cultural festival, the only one of its kind in the country, is one of the most attractive agenda of SC and ST Development Department of Orissa government.



A stall in the Adivasi Mela

## Fair Trade Outreach Programs by Sasha

Exhibitions and Fairs: Sasha organized a one day exhibition at the Indian Institute of Foreign Trade (IIFT) Campus, Kolkata on 16th January, 2013. Products such as painted frames, RASA body care products, handmade soaps, woven stoles, Madhubani paintings, bookmarks, hand embroidered notebooks, coir products like coasters, boxes, stuffed cotton hangings and Dhokra jewellery from Odisha were also in demand.

On 9th of February Sasha Shop

participated in a Fair organized by Loreto College in the college campus. Products such as hangings, cosmetics, Dhokra, stationery items, Madhubani coasters, wall hangings, small leather items and coir got very good response from the students and their parents.

On 23rd of February Sasha participated in an exhibition at Rotary Sadan organized by the Rotary Inner Wheel Club of Calcutta.

Fair Support: As part of the Fair Support project, a technical demo of the Computerized Supply Chain Management System (CSCM) was facilitated by Sib Daspal, IT Consultant on 29<sup>th</sup> January 2013 at Jadavpur University, Kolkata for the member organizations of FTF-I from Eastern Region. The Fair Support project was started in August 2011 by Sarba Santi Aayog (SSA) with the aim of strengthening craft based enterprises in India through Fair Trade business development services.

March 2013-Celebrating International Women's Day-March 8th, 2013: Sasha celebrated International Women's Day 2013 by offering special discounts to women consumers in its shop. On occasion of the Women's Day, Roopa

## BCLA Supports the Flood Affected

Bethany helped in the reconstruction of 90 houses in the organisations' operating areas, which were destroyed in natural calamities. The AP Government sanctioned construction of 125 houses out of which 90 were completed. Negotiations are being done with the government for the remaining 35 houses. Besides government, corporate groups such as AMG international and Harvest India are also supporting the project.

Mehta, Executive Director of Sasha and independent Director of WFTO was invited to speak at the Citi Bank, Chowringhee, Kolkata. The theme of the event was - "Women Enabling Progress." Roopa Mehta shared her experiences as a woman working in the development sector, how Sasha and RASA came about as well as the challenges and opportunities before the Fair Trade movement. Ms. Maneesha Chaddha, Head- Corporate Citizenship, Citi South Asia was also present during the occasion.



# Setu Organises Capacity Building Programs



Activities in the Green Education campaign

Workshop on 'Role of women in development': A workshop on 'Role of women in development' was organized by SETU at Barmer, Rajasthan on the occasion of International Women's Day. Women artisans who do embroidery, stitching and appliqué work participated in the workshop. Issues such as domestic violence, deprival of opportunities for education and lack of participation in decision making in the family were discussed in the workshop. It was found that a lot of the participant women were suffering from domestic violence.

The team discussed on how women can contribute in the positive development of their society and what they can do to change their status. They also emphasized



the importance of education of girls, savings habit, contributing to family's income, self employment, ensuring the rights of women. They were updated on the benefits of forming Self-Help groups (SHGs) and the procedures of forming the same.

'Green Education Campaign': World Earth Day & World Books Day: SETU organized a fortnight long 'Green Education Campaign' in 15 renowned schools of Jaipur, on the occasions of World Earth Day (April 22nd) and World Books Day (April 23rd). The students were motivated to follow the principle of 3Rs - 'Reduce, Reuse & Recycle' and understand the importance of preserving natural resources. The students were encouraged to follow intelligent usage of paper so that a lot of trees can be saved from felling. The students were asked to deposit their old notebooks (with used as well as blank pages) at their school counters. The left over pages of old notebooks were collected and segregated from 10th to 25th April by the SETU team and rebound to form new notebooks. A total of about 14000 children participated in the campaign!



Workshop on 'Role of women in development'



## Craft Diversification by CSWS



Women artisans at work in CSWS

CSWS organised various capacity building and market access programs for artisans during the period January to March with the support of various state and central government departments.

Five hundred and twenty women artisans of Sabong Block were trained in mat diversification craft in decentralized way during this period. The trained artisans will be engaged in production after

installation of tools and machineries. Another sixty artisans were trained under the 3 months skill upgradation training program organized at Paschim Medinipur district of which 30 artisans were in bamboo craft and 30 artisans in babui craft. The training was organised with the support of Ministry of Micro and Small Scale Industries, Govt. of West Bengal.

Two design development workshops were organised on recycled craft and bamboo craft and more than 75 prototypes have been developed by the skilled artisans working with CSWS. One departmental design workshop was also organised on mat craft at CSWS by the O/o Development Commissioner (Handicrafts), Ministry of Textiles, Government of India where a range of bed rolls and luggage bags have been developed. An exclusive range of wine bottle Holders have been developed

under Fair Support Project of Sasha. Visitors

Mr. S.S.Gupta, Development Commissioner (Handicrafts), Ministry of Textiles, Government of India visited CSWS in Feb 2013 to formally recognize CSWS as a Craft Resource Centre on Natural Fibre Craft. Mr. Moritz Reme from GIZ visited CSWS on 14<sup>th</sup> and 15<sup>th</sup> February 2013 along with NABARD team for the evaluation of the activities taken up under the Umbrella Programme for Natural Resources Management (UPNRM). They expressed satisfaction on the field based achievements in craft sector by CSWS.

Craft Bazaar

CSWS also organized one Craft Bazar at Kharagpur sponsored by DC(Handicrafts) where artisans from various neighbouring states displayed their products in 145 stalls from 15<sup>th</sup> – 24<sup>th</sup> March 2013.



# Fair Trade Awareness Programs

## in Kolkata, Bangalore Campuses

### Calcutta Rescue Organises programs in Kolkata



Fair Trade awareness program organised by Calcutta Rescue

Three awareness programs on 'Fair Trade and Sustainable Consumption' were organized by FTF-I in association with its members between March and May 2013.

Calcutta Rescue, Kolkata organized two Fair Trade awareness programs on 30<sup>th</sup> March and 1<sup>st</sup> May 2013. The program in

March was held at Calcutta Rescue School. Students from the senior secondary classes attended the program, and were informed on the importance of the persisting cycle of 'reduce', 'reuse' and 'recycle' for a greener and cleaner world. In May, a similar program was organized at the

reputed Calcutta International School, with the school's 'Earth Club' members. They were taught about Fair Trade and Sustainable Consumption and to promote the ideas of 'reuse' and 'recycle'. The team from Calcutta Rescue (Mitali Mookerjee, Md. Jiauddin, Md. Salauddin and Md. Anish), spent a good time of interaction with the children on Fair Trade and Sustainable Consumption. They shared several instances to explain how it can be practiced in day to day life. Twenty four students from the school attended the program.



Students making paper bags



Pradeep Krishnappa, Vice President, FTF-I in the program

The ANTS FAIR TRADE INDIA Store, Bangalore in association with Rajiv Gandhi National Institute of Youth Development organized a Fair Trade awareness program at Sri Ramakrishna Samagraha Siksha Kendra Kalena Agrahara School in Bangalore on 5<sup>th</sup> April 2013. Forty two students from different disciplines such as Management, Arts, Science, Law, Nursing and Social Work from across Karnataka participated in the program. Pradeep Krishnappa, Vice

## The ANTS Organises program in Bangalore

President, FTF-I and Neil Bryan from The Ants store interacted with the students about Fair Trade, Social Entrepreneurship and Sustainable consumption. Pradeep presented the Fair Trade model of livelihood generation and market access by explaining The ANTS' activities. He also shared how FTF-I supports the Fair Trade producers' organisations to promote products, sustainable consumption in market. Neil spoke about Fair Trade values and the

criteria to be adhered to get associated with Fair Trade. A short video on Child Labour was also screened. This was followed by an interactive session where the students came up with ideas on how they would start businesses with a social objective. The students were very receptive and enthusiastic to understand about Fair Trade. A short quiz competition was also conducted about Fair Trade and the winners were awarded FAIR TRADE INDIA T-Shirts as prizes.



(left) Niel, The Ants speaking . (right) Students in FAIR TRADE INDIA T shirts

# FAIR TRADE INDIA 25 Shops and More...



Formal opening of Sadhna's FAIR TRADE INDIA brand promotion program in the shop at Jagdish temple road, Udaipur

The FAIR TRADE INDIA brand stands for the shops which sell fairly produced products in India. So far 25 shops have come under the brand. Currently the brand is given only to the shops owned by Fair Trade producing or marketing organisations who are members of FTF-I. In the last financial year the turnover of shops crossed Rs.11 crores. At present, artisans, farmers and workers associated with 53 Fair Trade organizations are getting benefitted from the 25 FAIR TRADE INDIA branded shops.

The brand ensures that the money paid by consumers is translated into development of grassroots producers- artisans and farmers down the supply chain in India. FAIR TRADE INDIA brand has been developed with the support of European Union under ProSustain project, being implemented by FTF-I in partnership with HIVOS.

## Sadhna

Sadhna', Jagdish Temple road, Udaipur joined the FAIR TRADE INDIA brand in a formal ceremony organised on 5th March 2013. Artisans from producer groups, buyers and board members of Sadhna took part in the ceremony. Media persons, government officials and representatives of development organisations were also invited to the ceremony.

Sadhna now offers more variety of products sourced from several Fair Trade groups in India, in addition to the garments in cotton and silk being produced by its groups. The latest additions to Sadhna's product range are Dokra crafts and brass jewellery. Sadhna's shop at the Old Fatehpura, Udaipur had already come under the FAIR TRADE INDIA brand last year.

## Orupa Shops Join the Brand



FAIR TRADE INDIA brand certificate being presented to Orupa team

'Orupa' is the 25th shop to come under the 'FAIR TRADE INDIA' brand. The brand certificate was formally handed over by Ms. Sudeshna Mitra Woodhatch, Secretary, Fair Trade Forum – India to Mr. Narayan Das, Secretary, Orupa in a ceremony on 13th March 2013 organised at Ekamra Haat, Bhubaneswar. The ceremony was presided over by Mr. Udayanath Behra, President, Orupa. Mr. Shisir Ranjan Das, Regional Director, VHAI felicitated Orupa during the occasion. Mr. Dilip Das, Chief Executive, Orupa, Mr. Ashok Sahoo, Marketing Manager, Orupa and Mr. Jayakumar.P.V., Director Communications, FTF-I also attended the ceremony. The two shops of Orupa (No:LN6, Ekamra Haat, IDCO Exhibition Ground and shop No 02A, Krishna Tower) at Bhubaneswar have become the 24th and 25th shops under the FAIR TRADE INDIA brand.



# India International Handwoven Fair

## Four FTF-I members take part



FTF-I's participation in the India International Handwoven Fair 2013, Chennai was coordinated by SIPA. Visitors from countries such as Sweden, Canada, Australia and USA visited FTF-I's stall in the Fair held from 5th to 7th March 2013.



### Participants and Products

SIPA – Kalamkari textiles, Handloom towels and home items  
Imagination – Handloom textiles, Hammock and Bags  
Kalatmak Handicrafts – Scarves, Chiken Embroidery items  
BCLA – Tape Loom Bags



## World Fair Trade Day...From Page 2



Noted film maker (late) Rituparno Ghosh signing in support of Fair Trade

The Fair Trade Organisations in the Eastern region celebrated World Fair Trade Day 2013 on 10th May, in which they organized a focus group discussion at the Saturday Club, Kolkata. CEOs and one producer from each organisation attended the program. Mrs. Roopa Mehta, Executive Director, Sasha and Independent Director, WFTO chaired the session. Noted film maker (late) Rituparno Ghosh attended the event. The theme for discussion was - "Trading relations in Fair Trade". The Fair Trade organisations, which participated in the event were-Child and Social Welfare Society, Craft Resource Center, Calcutta

Rescue, Equitable Marketing Association, Madhya Kalikata Shilpangan, Sasha Association for Craft Producers, Ruro Agro Services Association and Silence. Signature Campaigns were also organized in support of Fair Trade at Forum Mall in Kolkata and various other Fair Trade Shops. Various craft products were displayed, along with Fair Trade banners and posters. Enthusiasts—both young and old, showed keen interest and joined the campaign. People were also gifted Fair Trade merchandise like t-shirts, diaries and pens. CRC Exports, Kolkata also celebrated the World Fair Trade Day celebration



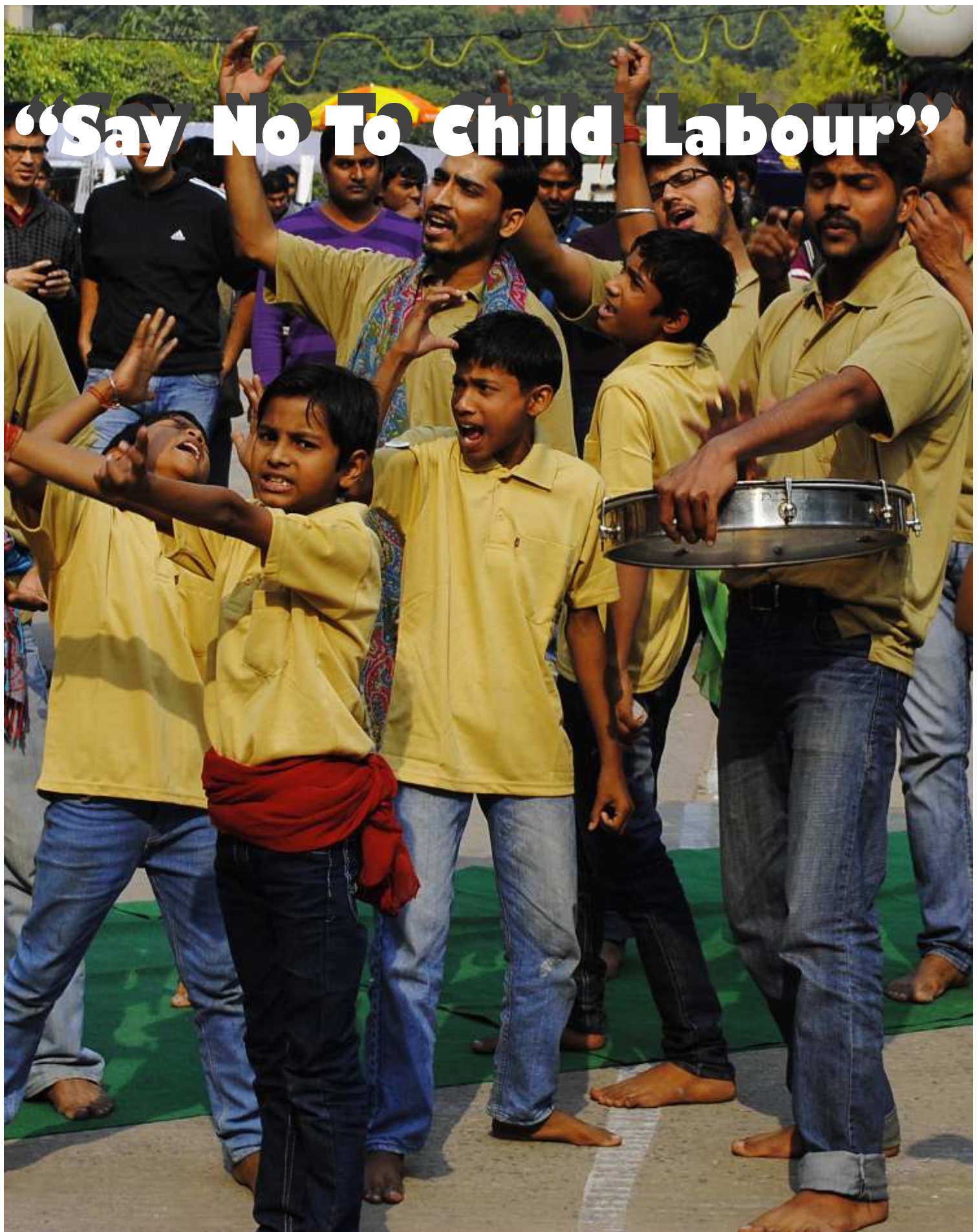
Fair Trade product display organised by CRC

on 11th May 2013. It was a fun-filled day with music, games, food, signature campaign, tree planting and many more activities.



Meeting organised at Saturday Club





## **Street Play Organised by FTF-I in association with Jazzba Theatre Group**