

FAIR TRADE FORUM - INDIA

QUARTERLY NEWSLETTER



Volume:
Jan-March 2022

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Thoughts for Action & Reflection

Good day.

Through this Newsletter, I am happy to share my thoughts with all the Stakeholders - Members, Supporters and Well-wishers of Fair Trade concepts & ethical consumerism.

As you all know, in the AGM held on 29th Jan, a New team has been elected from the previous Board. More details and thoughts from these Members will come in the next issues of Newsletters.

I am happy to be back again as President of this National Network after 2 decades (having served as Founder President from 2000 to 2003 and moving the Secretariat from Chennai @ SIPA to New Delhi with Tara Project, to begin within 2003 and passing on to Prof. Shyam Swarup Sharma). I am equally happy to see the growth of this amazing organization, with increasing membership and the reach-out, and now being busy with UNHCR and EU funded projects.

While reviewing the progress, I had seen that there is a great need to network & strengthen the Members-base, work on the needs and aspiration of Members; and the urgency to build visibility and facilitate expansion of marketing opportunities for Fairly traded products. So also I strongly believe in working closely with Consumer Forums in promoting/strengthening ethical consumerism by making available the fairly made product-range - garments & textiles, food and a range of crafts in the mainstream markets across the Country. So also there is a need to walk to talk on Fair Trade concepts & standards among Young Consumers - as they are the future and as promising ethical consumers could demand fairly produced product-range, be it food, garments or crafts they buy.

And as we have nearly 200 social enterprises associated with our National network across the country, it is the time to strengthen our linkages with the Government at various levels, enabling & lobbying with the Policymakers for a better understanding that the "fair trade (standards) will enable fairness for all" and thus Government to align & implement fair trade policies in Govt's interest.

And, we now see lots of efforts and new initiatives by both State & Union governments - relating to skill-building, EDP & support towards self-employment with much financial support, Make in India, Pan India efforts and support & facilitation to Women empowerment & Entrepreneurship, and women leadership, in all areas and implementing fair wages in the marginalized and unorganized sector. So it is a great opportunity for Fair Trade Forum - India to join & strengthen the hands/efforts of the Govt in building up their efforts. However, we need to carefully watch the developments and set examples by several experiments as to how Entrepreneurial initiatives with Fair Trade standards (and being a Guaranteed Fair trader) would mean to the Producers / Consumers and to the Policymakers as this will enable a win-win situation - focussing "sustainable development for all"...

I would like to assure you that the Directors in the present Executive Committee are committed to strengthening this Network towards "collective voice and identity" - in strengthening grass-root initiatives and enabling thousands of Marginal artisans, Weavers & Farmers in becoming Fair Trade entrepreneurs and People with self-dignity & pride in their work - thus customise our pursuits to become self-reliant and sustainable livelihood models for replication & Ripple effect. More thoughts will come in the next Newsletter.

You are always welcome to write to me with your comments, thoughts and suggestions and remain with warm greetings....

Yours in Fair Trade

Dr.K. PANCHAKSHARAM (Panchu)
president@fairtradeforum.org.in

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ANNUAL GENERAL MEETING



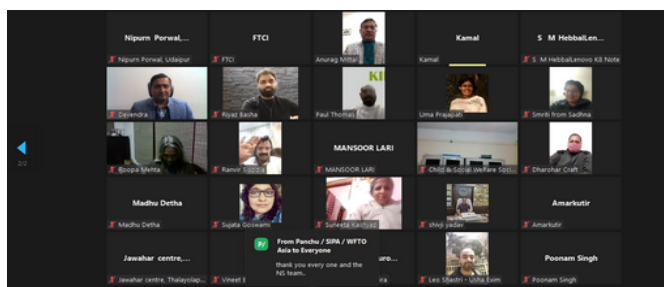
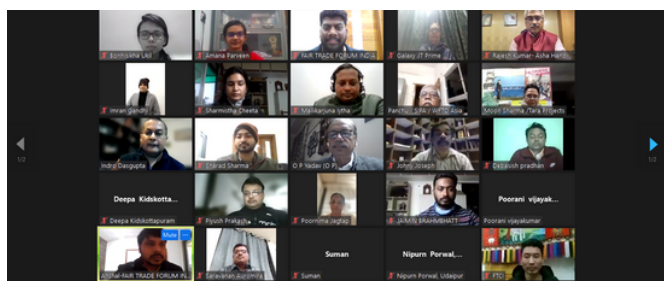
The Annual General Meeting began with the presentation of the report for consent to organize the AGM virtually.

After obtaining the consent of all present members of the FTF-I's extended family, the meeting paused for a moment to mourn the death of our beloved Vijay Ji. On behalf of the FTF-I fraternity, the Vice President expressed his heartfelt condolences.

The meeting then proceeded to complete its various agendas for the day, beginning with the President of FTF-I's opening remarks. Following that, the previous year's AGM meeting minutes were approved by the members present in the meeting. The Secretary presented the Annual Report for 2020-21, while the Treasurer presented the Annual Audited Statement for approval.



Internationally renowned Kathak Duo sisters -
Nalini Ji and Kamalini Ji



The meeting also saw the presentation of FTF- I's progress report up to January 25th, 2022. The Program Manager then presented the Action plan and budget for 2022-23, and the appointment of auditors for the fiscal years 2021-22 and 2022-23 were taken forward..

Towards the end of the meeting, the President Mr. Mallik Arjun announced the election results and the newly elected office-bearers with Dr. Panchaksharam as the new President then, the new board members introduced themselves and shared their vision with the members. The members in attendance congratulated the elected board members on the results. The Annual General Meeting was concluded with a vote of thanks by Mr Anurag Mittal and Mr Kamal Kishor.

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The Newly Elected Executive Council Member



Dr K. Panchaksharam
President



Mr Rajesh Kumar
Vice President



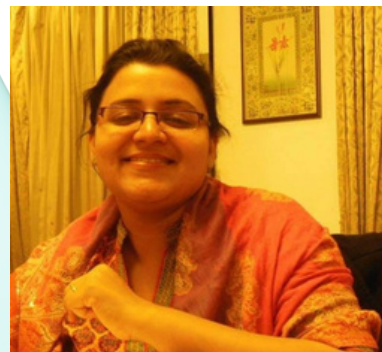
Mr Anurag Mittal
Secretary



Fr. Thomas Paul
Joint Secretary



Ms Moon Sharma
Treasurer



Ms Smriti Kedia
Member



Mr Kamal Kishor
Member



Mr. Anchal Kumar Yadav
Executive Director
w.e.f- 1 March 2022

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SOUTH: COMPLETED 52 COMMUNITY LEVEL WORKSHOPS:



During the month of February, the Southern region successfully conducted TOTs for Master Trainers, Community Facilitators, and Artisans in Kerala, Karnataka, Andhra Pradesh, and Tamil Nadu.

In total, 1020 women artisans from the region were trained, resulting in the capacity building of community facilitators and artisans in design thinking, product development, understanding of market demand-driven production, and Fair-Trade practices.

It also raised awareness of the STREE project and the importance of adhering to fair trade principles within the region's government and local authorities.



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WEST: COMPLETED 4 COMMUNITY LEVEL WORKSHOPS:



A total of 80 artisans were trained as a result of the four successful community-level trainings, which resulted in the capacity building of community Facilitators and artisans in design thinking, product development, market demand-driven production, and Fair-Trade Practices.

It also raised awareness of the STREE project and the importance of adapting to fair trade principles among the West region's government and local governments.



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EAST: COMPLETED COMMUNITY LEVEL WORKSHOPS:



- 2 day workshop on 22rd March 2022 which was conducted by CF Manoyara Begum in local language - Bengali- in Lohagar Village, Bolpur District. 20 artisans from around the Village participated in the workshop.



- 2 day workshop on 23rd March 2022 which was conducted parallelly in the local language-Bengali- in Lohagar Village, Mouldanga Village, Daganpara Village, Makarampur Village of Bolpur Srineketan, Bolpur District respectively. 20 artisans from around the respective Villages participated in each training.



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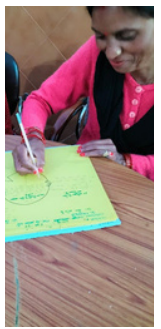
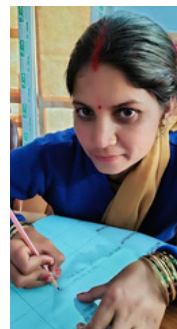
North: COMPLETED COMMUNITY LEVEL WORKSHOPS:



-2 workshops have been conducted for Human Welfare Association at Jansa, Varanasi.

-2 workshop have been conducted for Himadari Hans Handloom at Almora, Uttarakhand.

-4 Workshop have been conducted for Litercy India at Haryana.



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Participation in Regional, National and International trade fairs



Jivdaya Manav and Paryavaran Rakshan Trust participated in the regional DCH exhibition from the west region, while Dharohar Craft and Kaarigar Clinic participated in Craftroots' national-level exhibition, which provided an excellent marketing platform for the organization and its artisans.



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International Women's Day



FTF-I welcomed and celebrated 2022 International Women's Day by drawing on WFTO's IWD theme **#SheLeadsTheWay**. FTF-I identified 8 women leaders among the 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.

1ST
MARCH
2022



Laxmi Sisodia
CEO-Dharohar
Craft

2ND
MARCH
2022



Deepa John
Community
Facilitator-Stree
Project

3RD
MARCH
2022



Rozina Suleman
FOUNDER CEO-
Powher

4TH
MARCH
2022



Gayatri Patra
ASST SECRETARIAT
- CSWS

5TH
MARCH
2022



Souvenir Duidang
FIELD
COORDINATOR-
Hao Craft

6TH
MARCH
2022



Sunita Kashyap
FOUNDER -
Mahila Umang
Producers
Company

7TH
MARCH
2022



Mayura
Balasubramanian-
FOUNDER-
Craftizen

8TH
MARCH
2022



Roopa Mehta-
PRESIDENT-
WFTO

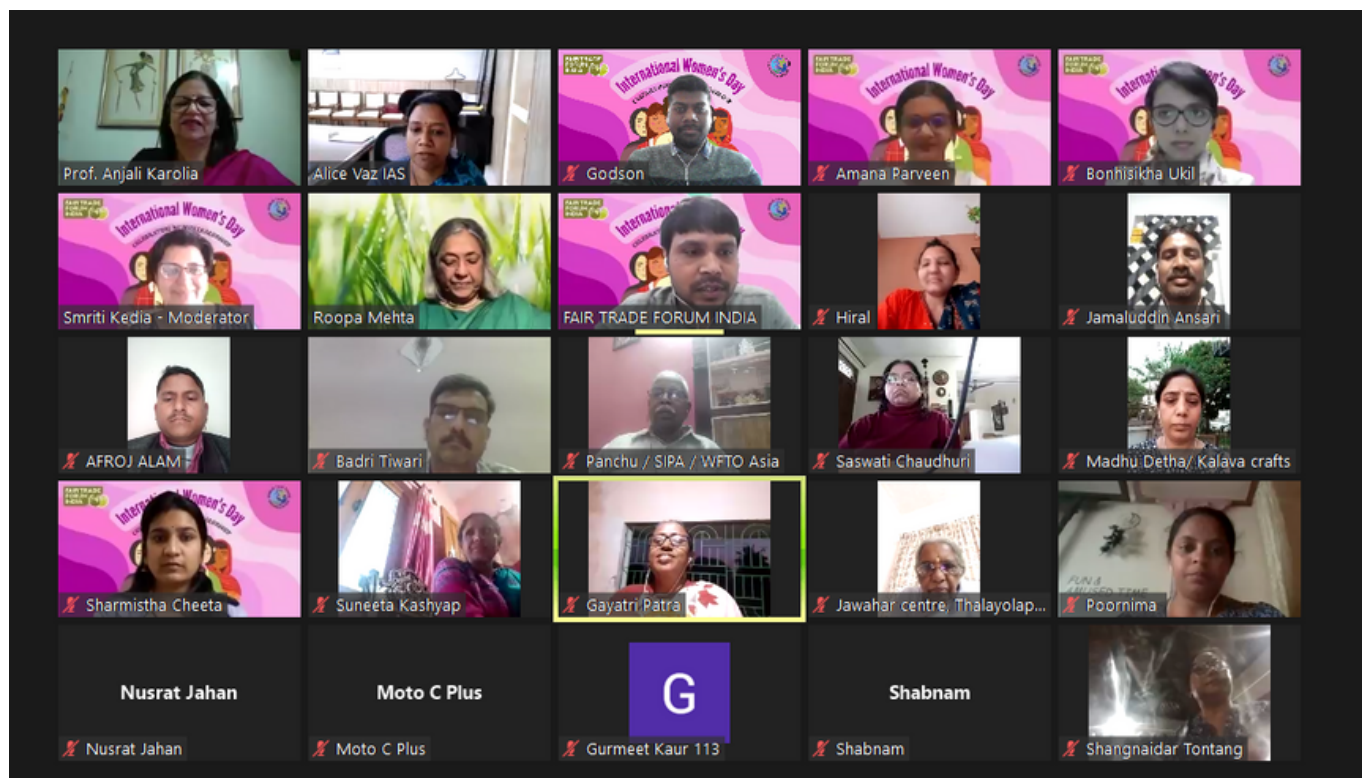
#fairtradewoman

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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.



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Collaborations



Vision Spring



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).



K. J. Alphons, Rajya Sabha MP and former Union Minister of State for Culture and Tourism was the event's chief guest. Keerti Bhushan Pradhan, Board Member, VisionSpring, Dr Praveen, AIIMS, New Delhi, Noopor Shrivastava, Director, Partnership, Vision Spring, Alokandanda Chatterjee, Senior Lead, Vision Spring, Shradha Vedbrat, KK Mathew, Piyush Prakash from Fair Trade Forum India were also present in the partnership launch.

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Trust Law

In March 2022, FTFI joined hands 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. who provide pro-bono service to CSOs, NGOs and social enterprises who are registered not as for profit & with social goals presence



Josh App Collaboration

In March 2022, Fair Trade Forum-India has partnered with India's leading short-form content App; JOSH, for a project Together for Bharat. In this project, we are helping and activating organizations to build a stronger social presence on the application and for building and create impact through short-form video content. With this, we are excited to announce that Mash in collaboration with Fair Trade Forum-India are organizing workshop on using the Josh App for social impact and learning about the innovative use of the app that can enable you to create wider awareness and build a stronger community of young people for your cause, especially in Tier 2 and Tier 3 cities.

VICE PRESIDENT OF FTF-I AT AMITY SCHOOL OF NATURAL RESOURCES & SUSTAINABLE DEVELOPMENT



Mr. Rajesh Kumar the newly elected Vice-President of Fair Trade Forum-India was invited as a guest of honor to speak at the One-week Compulsory Training Course on "Forest Based Handicrafts and International Trade" for Indian Forest Service (IFS) Officers that was held on 7 - 11 March 2022. This event was organized by the **AMITY SCHOOL OF NATURAL RESOURCES & SUSTAINABLE DEVELOPMENT.**

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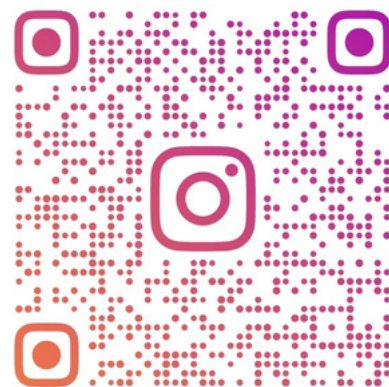


Major Upcoming Events

1. Community Level workshops on Design Thinking and Product Innovation.
2. Mentoring sessions of the Master Trainers & Community Facilitators/Leaders.
3. Collaboration with relevant ministries and Government Departments.
4. Collaboration with Premium Design Institutions.
5. Workshop on promoting digital marketing and e-commerce.
6. Training of CSOs on organizational development.
7. Registration/Strengthening craft producer companies under the STREE project.
8. Participation in regional and national exhibitions/fairs
9. Training on advocacy.
10. Identification and curation of products of the member organization and CSOs of the STREE project
11. Materializing partnerships with private businesses and business associations for the inclusion of sustainable products in their procurement and gifting options.
12. National Level Policy Workshop on handicraft related policies to generate inputs for a policy paper.
13. Fair Trade Portal development.
14. Development of success stories & case stories.

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