



Fair Trade Forum - India



The National Network for Fair Trade in India

Annual Report 2006-07



President's Note

The year 2006 – 07 was more challenging for us. With the expanded thematic areas to act, we were more focused too. The new tasks of “Alliance-Building” and “Taking Fair Trade to the Indian Consumers” were fascinating and realistic. Foray was made in the arena of consumer awareness with a number of programmes building visibility and recognition among the consumers and development partners. The participation in the India Social Forum 2006 was an amazing success. Many of our member friends came forward to make it memorable, with their products, artisans and strong organizational abilities. Another significant development was the adoption of our road map for the theme of “Taking Fair Trade to Indian Consumers.” Now we have an expert international core team to guide us in this project. We were also able to identify our allies from the Consumer movement and promising funding partners to take the theme further forward. Likewise the forum could get more recognition for its role as the trusted national level representative body of fair trade fraternity in India. Hence we must try to further build up our strength in the areas such as Fair Trade monitoring towards offering more credible services to our partners. With growing awareness among consumers, we need common platform and strategy to make our products visible and available to the consumers. I am grateful to see that you are taking an active interest in several Fair Trade efforts at your end as well. Let us collectively make it and take it forward.

Shyam S. Sharma





Secretary's Report

We, as networking organization, has the advantage of national presence and the potential to find experts to support and guide in important areas of business and social development within the network. Our collective efforts to address the common issues are getting better attention of our overseas Fair Trade partners, because it helps them reduce individual efforts with each of their respective partners. FTF-I's efforts in finding and intervening in Fair Trade initiatives in India has got considerable gains during the last year. The activities were led by more clarity with a better orientation and the efforts to support it with thematic working areas. The decision to give added orientation to "Taking Fair Trade to the Indian Consumers" was amply followed FTF-I with the support and cooperation of our member organizations. We have the potential to reach out to consumers and work together – as the core area of our activities, organized under the thematic areas of 'Networking. Advocacy & Alliance Building,' and on building 'Domestic Marketing.' These efforts bring in more visibility for Fair Trade among the alliance partners and Consumers in India. We wish to share that the, efforts in making consumers "feel the difference" through better opportunity to interact with Fair Trade producers through our programmes, can bring in more positive responses for Fair Trade in India. Our effort to study more about the consumer preferences in the domestic market and the suitability of products from the Fair Trade organisations for increasing the domestic, market is on its way to completion. The experiences and recommendations from the research studies and workshops in this regard require more attention and effective follow up.

Our efforts in strengthening the mainstay of Indian Fair Trade producers has also resulted considerable gains to several Indian Fair Trade groups. The experiences gained from the EU-India SHARE, which specifically helped the Fair Trade organizations to enrich their understanding about the handicraft market in European countries, would be the guiding factor for the Indian partner organizations in the coming days. The participants and the Forum shall ensure effective follow up and learning and sharing among us in this regard. Our market access programmes – facilitating participation of members in the gift fairs (IHGF) was a moderate success. Our efforts to meet the partner expectations through a systematic functioning need further attention. We thank our Asian & global networking partners AFTF and the global IFAT for fruitful interaction and cooperation on several fair trade issues. The growth of FTF-I in terms of recognition among Fair Trade & Development partners and within the Fair Trade fraternity in India was quite useful but we all need to make it effective and efficient for the cause of sustainable consumption with dignity.

Date:

Chanchal Sengupta
Secretary

Partnership

With the expansion of thematic areas, FTF-I is reaching out to more potential partners. We could succeed in some of such efforts and we are on the road of more such alliances with development partners in India and abroad. Our present significant partnership with HIVOS is continuing and we are thankful for the support given to make the activities more logically planned and accountable as per the agreed thematic areas. The continuing partnership with HIVOS was instrumental in bringing in many important benefits to the Indian fair trade producers during the year. The new project Fair Trade Plus, which is supported by the European Commission, is the recognition of FTF-I's continuing efforts to promote Fair Trade at the national level. We are grateful for the partnership extended by Traidcraft Exchange, the Belgium Technical Cooperation (BTC) and FAKT Germany, which realized the FT Plus project.

FTF-I also received encouragement and support from the Office of Development Commissioner of Handicrafts, which realized a number of capacity building programmes. Some of potential joint programmes are in pipeline.

Besides this, we could respond to several offers of support from international fair trade partners, to help Indian Fair Trade producers in important areas related to business. We wish to realize some of among them in the days to come.

Advocacy, Alliance & Awareness building

During the year various alliance-building programmes helped to generate better visibility for Fair Trade movement in India. "Taking Fair Trade to Indian Consumers" was the theme of this year's Alliance Building programmes. In one of the alliance building programmes, we could also discuss the scope of FT interventions to solve several current issues like unjust and unfair deal given to small scale farmers which had resulted in the unfortunate spate of farmers' suicides.

The increasing acceptance of Fair Trade as a tool for poverty alleviation was the encouraging factor noticed by the Indian fair trade fraternity during the year and especially our efforts to reach out to organizations working on various social causes resulted more visibility for fair trade among development partners. For instance we could build up relationships with several NGOs working on the cause of child labour as part of our preparations for the World Fair Trade Day 2007. The theme of the WFD 2007, "Kids Need Fair Trade" helped us to reach out to such organizations.



Another considerable achievement was the alliance developed with the consumer groups. We had better presence and participation several policy discussions, one of the important among them was the interaction with the policy team of Traidcraft Exchange, UK. We later submitted a Fair Trade position paper on various market access issues for the consideration of Traidcraft policy team. Besides this, we made our outstanding presence in the India Social Forum 2007, held at New Delhi. Our processions, seminars and signature campaigns generated much attention among the general public and development organizations. Similarly we took part in the Dilli Marathon 2006 displaying Fair Trade slogans.

FTF-I could build up better understanding about Indian organizations within the Fair Trade world also, through interactions with several ATOs around the world. Four alliance-building workshops were organized in partnership with HIVOS with the participation of different stakeholders of trade and development.

<p>EU-India SHARE</p> <p>The EU-India SHARE program had special significance as far as Indian fair trade producers are concerned. It has considerably helped the Indian partner organizations during the last two years to understand various requirements in the EU market. The experiences gained from the project would continue to help the Indian producers towards expanding their horizons, since at times, EU remains to be the biggest destination for Indian fair trade products.</p> <p>The EU-India SHARE has provided ample opportunities for the partner organisations to obtain the best and the latest of the available information related to crucial areas such as EU legislations, quality norms, trends, design features and CSR requirements. The professional inputs obtained through the project would be, indeed helpful for the Indian partners to survive in the highly competitive EU market. Now, further dissemination of it is very much important to pertain it to the most deserved among Indian grassroots producers. FTF-I is highly thankful to the European Union for the support as well as Traidcraft Exchange-UK and Fair Trade Original-Netherlands for their partnership, which realized the project.</p>	<p>EU SHARE case study from CSWS, Midnapore</p> <p>The EU-India SHARE was helpful for us to address two important milestones viz a viz market access.</p> <p>Firstly it helped us to explore market opportunities beyond the present buying partners. Secondly, it was also helpful towards understanding the aspects which lure the customers' attention such as innovative and design oriented products based newer concepts. As an organization working with mainly women's groups from the less advantaged sphere of the society, we had very very limited resources to achieve these goals.</p> <p>Under the pilot project we could also collate important factors like professional design support, material availability and most importantly the efforts of artisans having varied skills, together. As a prelude to this, we also analyzed the markets in the west with the support of the expert consultants and the research and study reports conducted under the project. The exchange visits to the potential collaborators also helped to share the expertise and experience mutually. With the innovative products designed under the project we could also procure orders from corporate, public sector undertakings and banks. Besides this, now our logistics personnel are better equipped to deal with the tasks such as customer management, quality, logistics, packaging and display.</p> <p><i>(Based on the presentation at the End Seminar of EU-India SHARE and the later interaction)</i></p>
---	--

Market Access

Domestic market is one of the potential areas for the fair trade organizations to work on in the coming days. It is important while considering the fact that the pace of growth in external FT handicraft market is far less

when compared to the growth in the number of producers looking towards partnership with FT organizations. A national study by expert consultants was also organized to understand the potential domestic market and consumers, as well as promising products from the existing product range of Indian fair trade organizations. Four consultants were appointed towards taking up the study. However to begin with an expert consultant conducted a pilot study. We organized four workshops to gather the expectations of our partner organizations to chalk out a realistic long-term plan for domestic marketing initiatives. The workshops were also helpful to understand the observation of FTF-I members on the pilot study conducted by Fair Trade Forum – India. Later a working group and four consultants were also appointed for a more detailed study.

FTF-I facilitates participation of its members in the India Handicrafts & Gifts Fair (IHGF) to provide market access opportunities. IHGF is the biggest market-sourcing event for handicrafts in India. Ten organizations participated in the IHGF Autumn 13-17 October 2006. Nine organizations participated in the IHGF Spring 22-26 February 2006. Most of the participants could generate moderate orders and some organizations bagged big orders, which helped them to increase their turnover considerably. The sales/ marketing personnel of the participating organizations got training & experience in managing stands through formal and informal interaction with marketing consultants.



The product development personnel/ designers of selected organizations were given opportunity to observe the latest trends through exposure visits to IHGFs. The consistent presence of FTF-I in the IHGFs with quality products helped to obtain membership for FTF-I members in COHANDS. The membership enables them to take part in the future IHGFs directly.

Social Development Fair



Social Development Fairs (SDF) have become an effective tool by successfully integrating marketing of Fair Trade concept as well as products. This year FTF-I organized demonstration and sale of fair trade handicrafts at the venue of India Social Forum 2007. The surrounding of the stalls were also used for 'Fair Trade Signature Campaign.'

World Fair Trade Day



'Fair Trade Organizations Now', was the theme of World Fair Trade Day 2006. This year the World Fair Trade Day was organized by FTF-I members in decentralized way with programmes mainly organized in producer locations. The programmes include road shows, campus events, folk programmes and email campaigns.

IEC

We are able to reach out to many fair trade stake holders by way of in house journal, email and website. We could generate positive responses from several fair trade organizations, development organizations and research institutions through our IEC materials and especially by way of web presence. Communication materials such as posters, pamphlets were also developed during the year.

Field Visits

We organized field visits in order to understand various aspects related to income generation and business as well as to collect the expectations from the producer regarding the future role of Fair Trade Forum - India in adherence building and member services. The visits were also helpful to understand the level of Fair Trade adherence of Indian fair trade organizations. Besides the fair trade adherence, we could understand the ground realities that the organizations are dealing with through the visits.

National Convention

The 6th National Convention of Fair Trade Forum – India was organized on 27-29 November 2006 at the Habitat World, India Habitat Centre, New Delhi. Representatives from fair trade organisations from all over India took part in the Convention. Shri M. V. Rajashekharan, Hon'ble Minister of State for Human Resources development was the Chief Guest in the inaugural function attended by about 100 invited representatives from Fair trade organisations besides intelligentsia, academic experts and artisans as well as farmers associated with fair trade movement in India. Among the dignitaries attended the inaugural ceremony include P. V. Rajagopal (President, Ekta Parishad), Carol Wills (Chair Person. British Association of Fair Trade Shops - BAFTS) and John Hinton, Traidcraft – UK.



The topics such as 'Fair Trade Curriculum' as one of the major initiative of FTF-I towards **“Taking the Concept of Fair Trade to Consumers”** was discussed in the convention. A joint delegation of international and Indian Fair Trade fraternity led by Prof. Shyam S. Sharma, President FTF-I also visited Shri Arjun Singh, Hon'ble Union Minister of Human Resource Development towards soliciting the support of the government to build up fair trade curriculum as part of the curriculum for social entrepreneurship and social work. While referring to the possible support to the initiatives suggested FTF-I regarding Fair Trade Curriculum, Hon'ble Minister ensured that the ministry would help to introduce the concept of Fair Trade to Indian universities. Assistance towards making it a part of non-formal education will also be taken up by the HRD ministry through National Council of Rural Education (NCRE). The members of the delegation include Shri. P. V. Rajagopal, Ekta Parishad, Carol Wills, former Executive Director, IFAT (International Fair Trade Association), Dr. Alex Nicholls, Said Business School, University of Oxford, Shri K. Panchaksharam, Vice Chair, Asia Fair Trade Forum (AFTF), Ms. Roopa Mehta, Secretary, FTF-I and Mr. Lukas Caldiera, Treasurer, FTF-I.

The Convention also deliberated upon possible strategies towards making joint initiatives with potential alliance partners such as consumer associations, environmental groups as well as other like-minded organisations to build up visibility for Fair Trade. Participatory exercises were conducted to build up domestic marketing initiatives such as Fair Trade Fairs, fairs & exhibitions and joint initiatives with government and other development partners. The other topics discussed in the Convention include Fair Trade Monitoring, Fair Trade Labeling & Certification, and Capacity building programmes.

Annual General Meeting

The 6th Annual General Meeting of FTF-I was organised on 29th November 2006, which approved a strategic plan for the next three years. The stress areas of the Plan are 'Fair Trade Adherence,' 'Concept Marketing to the Consumers' and 'Domestic Market Access' among other things. The AGM also appointed working groups to extend guidance on the themes “ Taking Fair Trade to Consumers” and “Domestic Marketing”. The AGM also unanimously elected new office bears of the Forum for the next two years.

Visitors

Several visitors from India and abroad visited FTF-I during the period, which includes representatives of Fair Trade organizations, researchers, students, office bearers of regional/national fair trade organizations, government officials, delegation of fair trade consumers and representatives from Indian fair trade organizations as well as development partners.



Staff Training

Mr. Jayakumar, FTF-I representative, participated in the workshop for regional coordinators of AFTF. The training was helpful to build up more understanding about the programme planning and implementation. We were able to organize a series of sessions with the leaders of several fair trade organizations in order to to keep the secretariat staff abreast of the recent developments of the Fair Trade arena.

Membership

We were also instrumental in motivating a number of Indian organizations to join hands with FTF-I as members/ potential members. During the year, we continued to maintain the member relations cordial with improved, collective and individual interaction with members over several issues related to fair trade and development. The regional representatives too helped to identify several potential memnmbers and some of them have already joined us members.

Opening Membership - 43

Number of members at the end of the year - 45

Conferences

Mr. Jayakumar represented the Forum in the IFAT Asia conference organized in Bangkok from 17th – 20th September 2007. Representatives from 14 Asian countries participated in the conference. Delegates from 12 organisations from India, including 10 FTF-I members attended the conference. The issues such as 'Monitoring & Certification', 'Craft Label', 'E-Commerce options for Fair Trade' and 'Market Expansion were discussed in the conference. Prof. Shyam S. Sharma, President, FTF-I was honoured for his Asian and global contributions to the Fair Trade movement during the conference.

Taking Fair Trade to Consumers

Taking fair trade to consumers refers to a targeted and focused initiative to promote fair trade among consumers in India. As part of the project, the consumers will be made more aware about fair trade towards building up a Fair Trade market in India. The project also aims to address the demand of universities and institutions as well as development organizations for a Fair Trade curriculum. FTF-I formed an International core team consists of representatives from Fair Trade fraternity and academic world. Meeting of the

international academic core team was organized on 27th November 2006 at India Habitat Center, New Delhi. Initial talks were organized with some of the management institutions and universities towards making Fair Trade a part of business studies curriculum at the degree level.

Fair Wage Calculator

We could respond to the new additions to the fair trade movement such as 'Fair Wage Calculator,' being promoted by the 'World of Good', a US based organization. It provides an online facility for Fair Trade partner organizations to assess the wages given to producers. The introduction of Fair Wage Calculator has resulted an effortless way to measure fair wages as it is an important benchmark of fair deal given to the producers; yet it has brought several concerns to producers of the developing countries due to a number of reasons. First of all, it invites the entire attention of the new fair trade partners from the West, to the 'Fair Wage' alone while addressing the question of credibility of fair trade organizations. While Fair Trade being a comprehensive tool for the upliftment of the marginalized, assessing 'Fair Wage' alone on the basis of a set of not so flexible benchmarks, as part of the exercise to assess the credibility of the organizations will have a negative impact. It is worthwhile to mention that the IFAT also promotes a case-to-case assessment when it comes to the assessment of fair trade adherence and credentials of Fair Trade organizations. It is a fact that fair trade benefits producers through multifarious ways including realization of fair wages. But we observe that any efforts to define Fair Wage should not be rigid as the socio-economic issues being addressed by Fair Trade are vary from organization to organization.

Reflection

FTF-I was instrumental in making all programmes more participatory and focused in accordance with the priorities set within the current programme plans. The overall orientation was to go closer to the consumers while doing our best to bring other development stakeholders along with us to promote fair trade. The entire working philosophy of the forum is getting the oriented towards more joint fair trade and market promotion initiatives based on the communication of genuine fair trade credentials. The effort to chip in better possible professional input in our business support initiatives was also success.



The domestic market facilitation programme consumed more time than the expected since the availability of consultants was problem to conduct the study. The study was the first of its kind as far as Fair Trade organizations in India are concerned. Although the mandate of the study was limited to finding out the scope of domestic marketing of products by FTF-I members, we could make it more useful by closely scanning the mainstream handicraft market. The study was done clearly on the market considerations although it has participatory elements.

We gave more flexibility to host organizations to look into the organizational elements of activities although we have a plan for the entire year with timelines.

We were very much attentive towards keeping our windows open for suggestions from within and outside the fair trade fraternity to enrich our vision on the future stride of fair trade. Finding the most accurate meeting point for the genuine fair trade credentials and the marketability is the challenge for fair trade organizations. FTF-I is able to become an active partner of Indian fair trade organizations towards realizing the task.

Gender equity is one of the inherent principles of fair trade. Any check on fair trade adherence considers gender equity as one of the essential requirements to be followed. Regarding activities being organized during the year are concerned, participation in terms of number of women has improved considerably. But irrespective of the women participation visible in the project activities, at beneficiary level, women enjoys prominent role. Majority of the producers, group leaders and other office bears of producer groups are women.

Executive Committee

Number of meetings during the year 2006-07: 5

Prof. Shyam S. Sharma, President

Shri. Lucas Caldiera, Vice President

Shri. Chanchal Sengupta, Secretary

Prof. Ratna Natarajan, Joint Secretary

Ms. Gayatri Patra, Treasurer

Shri. K. Panchaksharam, member

Shri. M. Bhupathy, Member

Members

S.No. Name, address, Tel & Fax Numbers & Email ID

1. **ADITHI**
2/30, State Bank Colony, II Baily Road, Patna-800 014
Email: adithiwomen@rediffmail.com
www.adithi.org/home.htm
Tel: 91 612 2593018, Fax: 91 612 2593018, Mobile: 09344693763
2. **ANWESHA**
N2-175, I. R. C Village, Nayapalli, Bhubaneswar-751015, Orissa
Tel: 91 674 2557057, 2557497, Fax: 91 674 2553637
anwsha2k@rediffmail.com
3. **Asha Handicrafts Association**
28 Suren Road, Andheri East, Mumbai Maharashtra 400 093
Tel: 91 22 26831603, 2684 5404, 26848414
partner@vsnl.com
4. **Auroarts Society** C/o La-chef, Near Indian Coffee House
Opp. Shaheed Smarak Bhavan, GE Road, Raipur, Chattisgarh, Pin – 429
001
Tel: 91 771 2293606/2534487, Mobile: 09893144434
anu65@mantrfreenet.com
5. **BAIF**
Dr. Manibhai Desai nagar, National Highway No. 4, Warje, Pune – 411052
Tel: 91 20 25231661
baif@vsnl.com
6. **Bethany Colony Leprosy Association**
Baptala, Guntur –522 101, AP
Tel: 91 8643 224760
bethanycolony@hotmail.com
7. **Bhopal rehabilitation**
11, Risaldar Colony, Chhola, BHOPAL – 462018 (M.P.)
Tel: 91 755 2737243, Mobile : 09893369630, Fax : 91 755 2737243
jnverma-2000@yahoo.com
8. **Calcutta Rescue**
85, Collins Street (4 th Floor), Kolkata –700 016, West Bengal
Tel: 91 33 22461520, Fax 91 33 22175675
info@calcuttarescue.com
9. **Cottage Industries**
COTTAGE INDUSTRIES
Tel: +91 413 2333324,
Fax: 91 413 2333694
Email: manob@auroville.org.in , info@cottageindustries.co.in
10. **CRC Export**
34, Ballyganj Circular Road, Kolkata –700019 (West Bengal)
Tel: 91 33 2474 5789, 2476 0504, Fax: 91 33 2474 7747
crcwalia@dataone.in - iranisen@dataone.in
11. **CSWS**
Bishnupur Bazaar, Markandachak, Medinipur (West), 721144
Tel: 91 3222 285096, Fax : 91 3222 285149/285096
csws@rediffmail.com

12. **EMA**
4D /23/1 Dharmatala Road, New Ballygunge, Kolkata – 700 039
Tel: 91 33 23435707, Fax: 033)23435708/23435690
emaindia@giasci01.vsnl.net.in, ema@cal3.vsnl.net.in
13. **Fair Deal Craft**
Fartabad Main Road, Beltala, P.O. Garia, Kolkata-700 084
Tel: 91 33 2436 8335,098302 71513, Fax : 91 33 24308006/28371056
faircraft@vsnl.net, ashim1966@rediffmail.com
14. **Federation of South India Producers Associations (SIPA)**
9 H.D. Raja Street, Eldams Road, Teynampet, Chennai Tamil Nadu 600 018, India
Tel: 91 44 2435 2313, Fax: 91 44 2434 2326
sipa@vsnl.com
15. **Godavari Delta Women Lace Artisans**
Rustumbada Narsapur – WGD, West Godovari District Andhra Pradesh 534275, India
Tel: 91 8814 274754, Fax: 91 8814 275173
gdwlacci@yahoo.co.in
16. **Grameen Crafts and Grameen Network Society**
C-34, GA-J2 Park, Mahanagar Extension, Lucknow Uttar Pradesh 226 006, India
Tel: 91 522 2380 170, Fax: 91 522 2334 256
grameenko@sify.com, grameelko@sancharnet.in
17. **IFFAD**
14/8, Rukmani Street, UR Nagar, Chennai – 600 050.
Tel : 91-44-2654 7736, Telefax : 91-44-2654 7717
iffad@vsnl.com, fairtrade@sify.com
18. **IMAGINATION**
Auroshilpam, Auroville – 605101, Pondicherry
Tel: 91 413 2622621, Fax: 91 413 2622041
dara@auroville.org.in, imagination@auroville.org.in
19. **Indus Tree Craft Foundation**
497 A Nanjappareddy Lay Out, Koramangala, 8 th Block, Bangalore – 560 095
Tel: 91 80 5130 8182, 25711225, Fax: 91 80 51308184
icfblr@vsnl.net, icfble@touchtelindia.net
20. **International Resources for Fairer Trade (IRFT)**
Sona Udyong Industrial Estate Unit 7, Parsi Panchayat Road Andheri (E), Mumbai 400 069
Tel: 91 22 28352811, 28235246, Fax: 91 2228235245
irft@bom5.vsnl.net.in, admin@irft.org
21. **Madhya Kalikata Shilpangan (MKS)**
I - 23 BAGHAJATIN, KOLKATA -700 092, Tel: 91 33 2413 5216, 2414 4558
Fax: 91 233 837 0361
mksca@cal.vsnl.net.in
22. **Mesh**
23. **NEED**
39 Neel Vihar, Near 14 Sector Power House, Indira Nagar, Lucknow – 226016, UP
Tel: 91 522 2712671

need@sify.com

24. **Nihata Milan Sangha**

Casa Resource Centre, Kundarali, Block Baruipur, 24 Parganas
(South) Greater Kolkata, Pin – 743 302
Tel: 91 33-24330129
anthony_das1@yahoo.com

25. **NOAH'S ARK**

Opp. Q. No. 307, Rly. Harthala Colony, Moradabad – 244001
Tel: 91 591 2431883
noahark@sancharnet.in

26. **OBF**

Plot No. 1& 2, Parizat Building, Vijay Park, Mira Road (E), Thane, Pin –
401107
Tel: 91 22 2810 8332/ 2811 0599
oasistt@bom3.vsnl.net.in, oasis.bombay@vsnl.com

27. **ORUPA**

02-A, 1 st Floor Krishma Towers, Nayapali, Bhubaneswar , Orissa 751
012, India
Tel: 91 674 2563706, Fax: 91 674 2563331
Orupa2001@yahoo.co.in, Orupa@odishacraft.com,
nabasis@odishacraft.com
AshokSahoo@odishacraft.com

28. **Rasa**

1C Chatu Babu Lane, Calcutta, West Bengal 700 014 India
Tel: 91 33 2244 9761
sasha@qiascl01.vsnl.net.in

29. **Sadhna C/o Seva Mandir**

Old Fatehpura, Udaipur, Pin – 313 004
Tel: 91 294-2454655, Fax: 91 294-2450947
sadhna@sevamandir.org

30. **SAHAJ C/o. N.M. Sadguru Water & Development Foundation**

P.O.Box No. 71, B/h Desai Automobile, Garbada Road, Dahod – 389 151,
GUJRAT (INDIA)
Tel: 91 2673 245215
info@sahajindia.org, jabeen@sahajindia.org,
sahajhandicrafts@rediffmail.com

31. **SAHAYATA**

36/2, 1 st Lane, Satyen Park, Thakurpukur , West Bengal
Tel: 91 33 24537317
sahayata@sahayata.org

32. **Sasha Association for Craft Producers**

1C Chatu Babu Lane, Calcutta, West Bengal 700 014 India
Tel: 91 33 2244 9761, Fax: 91 33 2244 9776
sasha@qiascl01.vsnl.net.in

33. **SEVA (Society for Equitable Voluntary Actions)**

3 C Milan Apartment, 52/3 Vidyatan Sarani, Kolkata – 700 035
Tel: 91 33 - 25785590, Fax: 91 33 – 25776365
seva@cal2.vsnl.net.in

34. **SEWA-Lucknow**

474 / 1KA /4, Brahm Nagar,, Near Shia P.G.College, Sitapur Road,
LUCKNOW – 226 007

Tel: 91 522 2369025, Fax : 91 522 2369134
Sewa_lko@rediffmail.com, Sewa_lko@sify.com

35. **Shanthimalai Handicrafts Development Society**
83/1, Chengam Road, Post: Sri Ramanashramam, Thiruvannamalai – 606603
Tel: 91 4175 237254, Fax: 91 4175 222837
smhds@sancharnet.in
36. **SHARE**
33-A Mettuplayam TB Sanatorium Post, Vellore Tamil Nadu 632 011, India
Tel: 91 416 2264018, 2223524, Fax: 91 416 263524 , 232490
craftswomen7@yahoo.com
37. **SHILPA**
No. 146, 2 nd Cross, 1 st Main, 3 rd Phase, Manjunatha Nagar Bangalore 560 010, India
Tel: 91 80 23353928 / 23351510, Fax: 91 80 23306773
shilpatrust@vsnl.net
38. **SILENCE**
2/1 A Monoharpukur 2 nd lane, Kolkata, West Bengal
Tel: 91 33 24743761 Fax: 91 33 24745962
Silence@cal.vsnl.net.in
39. **Sundarban Khadi Village Industrial Society (SKVIS)**
Vil & PO Champahati, 24 Parganas South, West Bengal
Tel: 91 32 18 260435, Fax: 91 32 18 260435, Tel: 91 33 24141697
prakriti@cal2.vsnl.net.in
40. **Tara Projects**
260, Okhla Industrial Area, Phase III, , New Delhi 110 025
Tel: 91 11 26839721, Fax: 91 11 26838885
taraprojects@spectranet.com, tara_projects@mantraonline.com
41. **Unnayan-Bhubaneswar**
HIG-143, KANAN VIHAR (PHASE-1) PO. PATIA , BHUBANESWAR-751031, ORISSA, INDIA.
Tel: 91 674 2741198/2741112, Fax : 91 674 2743033
Unnayan89@yahoo.co.in, unnayanorissa@gmail.com
42. **Unnayan Sansthan**
251 Takaur, Chunar, Mirzapur, U.P – 22231304
Tel: 91 132 22256
unnayansansthan@sify.com
43. **Ushagram**
Vill: Ushagram, PO. Birnagar, Dist. Nadia, West Bengal – 741 127,
Tel: 91 3473 260456
uglsn@yahoo.com
44. **Vasanthi Srinivasn**
IIM-BANGALORE, Bannerghatta Road, Bangalore 560 076, Tel No: 91 80 26582450
Fax: 91 80 26584050
45. **VHAI**
B-40, Qutab Institutional Area, South of I.I.T, New Delhi - 110 016
Tel: 91 11-26518071-72, 51688152-53
vhai@vsnl.com, vhai@sify.com



Fair Trade Forum - India



Fair Trade Forum – India, 260 Okhla Industrial Estate Phase III, New Delhi – 110020
Tel: 011-65264630, Email: ffindia@gmail.com, URL: www.fairtradeforum.org

The national Network for Fair Trade in India

Fair Trade Forum – India (FTF-I) is a membership based national level networking NGO of societies and producer-groups at the grassroots, working on the basis of global Fair Trade Standards. The Forum is working with more than 80,000 marginalized producers including artisans and farmers through its member organizations from all regions of India. The Forum also facilitates capacity building and market access opportunities to the producers besides striving to build up Fair Practices in the arena of trade and business.

At present more than 13 lakh small and marginalized producers from the global South are getting sustainable livelihood through Fair Trade movement. During the last three decades, the Fair Trade movement has succeeded in establishing long-term trading relationships between the most needy among the marginalized producers of the Developing World and the aware consumers of the West and the North America. Fair Trade Forum – India is involved in expanding the reach out of Fair Trade to more and more marginalized producers and thereby contributing effectively to the efforts to reduce poverty in India.

Fair Trade

Fair Trade is the alternative mode of trade, which aims to extend sustainable livelihood to the less privileged people living in developing and under developed countries. Those who practice fair trade should comply with the 'nine standards of fair trade' while involving in production, trade or any other activities related to income generation. The standards are set to give a fair deal to artisans, farmers and producers who are remaining marginalized from the mainstream of domestic as well as international trade. The compliance of the standards lead towards realization of fair price for their products in international as well as domestic market, which may otherwise pushed to give in for cheap returns from the players of mainstream trade.

The IFAT (International Fair Trade Association) defines fair trade as “a trading partnership based on dialogue, transparency and respect that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South.”

Fair trade is the alternative way of trade and business, which promotes the concerns of sustainable production as well as consumption patterns. It gives a fair deal to marginalized producers by helping them to realize actual production and trading costs, which are two of the constituents of fair price. Fair Trade ensures that the workers are getting 'living wages.' It incurs the cost of ensuring eco-friendliness and strictly recommends gender equality in wages

as well as opportunities. It informs the consumers the actual cost of a fair deal and charges accordingly. Still, it desires to maintain competitive price by reducing the number of unhealthy and unwanted intermediaries between the points of production as well as consumption.

FTF-I wishes to introduce fairness and transparency in trade and usher human development through employment generation at rural level for manufacturers of handicrafts and farmers. In the neo-liberal era where the economic growth is becoming a synonym for job loss, fair trade movement has a special significance for its orientation towards livelihood generation.

Fair trade has been growing at an average of 20% per year since 2000 in Europe. The annual net retail value of Fair Trade products sold in the continent now exceeds 660 million Euros. Fair Trade products can now be found in 55000 super markets all over Europe and the market share has become significant in some countries. In Switzerland, 47%bananas, 28% of flowers and 9% of the sugar sold are fair trade labeled. In UK, fair trade labeled products have achieved 5% market share of tea, 5.5% share of bananas and 20% share of coffee.

FT sustainable consumption

Fair Trade has already made commitment to eco-friendly products & processes as its determining factors. Effort for “Protection of Environment” is one of the features, which makes Fair Trade an appropriate strategy to realize Sustainable Production, consumption and ultimately, Sustainable Development. Globally, IFAT also endorses the same. As far as the commitment to environment is concerned, IFAT has already adopted “Fair Trade & Environment” as the theme for the next two years 'World Fair Trade Day' celebrations.

While strengthening our continuing efforts to build up Just, Fair and Sustainable Development by way of making producers, products and processes more environment-friendly, we perceive consumers also an integral part of our supply chain. Hence through our programmes, we are striving to further build up producers' understanding about environment-friendly/ sustainable products and processes, which ultimately helps consumers to realize sustainable consumption.

In continuance with our efforts in this regard, we are promoting responsive/ sustainable consumption, as it is the prime determinant in the growth/ outreach of Fair Trade. FTF-I and its member organizations have already established close linkages with leading consumer groups of India towards taking up this endeavor. “Fair Trade & Responsive Consumerism” was the theme of FTF-I VIIIth National Convention organised in November 2007.

How important is the concept of Fair Trade in the present scenario?

Fair trade addresses the unjust and biased world order as well as the trade, which is routed by profit motives, which seldom takes the development concerns of the majority of the world's population, into account who are socially and economically backward.

Along with the protests against the exploitative world order and policy environment, FT promotes a distinctive and workable alternative for the present system. Fair trade places development before profits.

Yes, it clubs campaigns, protests and alternative sustainable options of income generation in the best possible way. For Fair Trade, the social responsibility of uplifting the marginalized comes as the prime objective where as in the mainstream, the present efforts to ensure 'social responsibility' most often turns out to be cosmetic exercises which confers them the social license to go on with its profit lead/ oriented initiatives.

Making the present conventional stream of trade fair is not possible till it makes the development of the excluded section of the world, as its major objective. It is a paradigm shift from the very concept of conventional trade and business.

More over, fair trade is to be promoted as an integral part of other socio-economic activities aimed at improving the position of the marginalized. Although fair trade operates strictly based on a set of standards (Fair Trade Standards) which makes all who associated with FT committed towards its objective and act to make the trade just and fair at micro, mesa and macro levels, it should co exist with the two important streams development activities, i.e. social and economic, being taken up by other development organizations, environment groups, trade unions etc.

FT fraternity collaborates with other development organizations, NGOs and governments towards preparing the background for socially responsible income generation activities to flourish. Simultaneously, the economic activities at the micro levels along with related forward and backward linkage exercises also forms important part of FT activities.

In short, a blend of social and economic components of activities aimed at the overall of development of the marginalized is to be realized in order to have a sustainable impact on the lives of the most needy among the marginalized of the world. Fair trade from its origin strives for that.

Now in the present economic environment, where the world trade is controlled with the best efficient mechanism towards furthering the position of the organized, the fair trade is trusted with more and more responsibilities in protecting the interst of the marginalized sections of the developing world. But the world FT community with its collective efforts could take up a host of issues, which ultimately has brought in positive outcome towards ensuring justice to the potential beneficiaries. .

There are a lot of instances, which substantiates the above fact. The FT movement actively participates in the international social gatherings such as World Social Forum. It has made considerable impact among various stakeholders and governments and international development organizations towards recognizing Fair Trade as a realistic and viable strategy that they should come in terms with if the development to be made free from exploitation..

Fair Trade community could intervene the policy formulating bodies through some of the successful events organized along with some of the international gatherings related to trade and commerce. The WTO Ministerial conference is a fine instance where the international fair

trade community could organize a parallel event to publicize fair trade. The fair trade fair and the fair trade fashion show exemplified the ability of collective action being taken up by the international Fair Trade fraternity towards building up viable alternative for the present stream of trade.

Fair trade has an influential participation in the international gatherings such as UNCTAD where representatives from FT organizations could take up the concept before the international gathering directly and demonstrate the power of solidarity of the world fair trade community through a 'Fair Trade Declaration.'

In the developed world it even influences the governments to formulate policy decisions to encourage Fair Trade. Last year, the European Union parliament organized a Fair Trade conference in which fair trade activists/ volunteers from all over the world were invited.

Fair Trade fraternity believes that a continuous effort is to be there to sustain the resistance against the exploitative way in which the world trade is being used today. The fact that 80 per cent of the world's resources are consumed by the richest 20 per cent of the world's population is frightening. And trade should not be a supportive mechanism for this unrestricted exploitation. So, those who believe in just and fair distribution of world's resources cannot come in terms with the main stream of trade. Hence fair trade as an alternative stream shall inevitably nurtured through collective thinking and efforts.

Fair Trade due to the following reasons should go on: -

- FT puts development before profit
- The inequality being brought in by the mainstream of trade and need to give a fair deal to marginalized
- Trade is universal and thus it should be a tool for development of the most needy among less privileged/ marginalized/ excluded sections of the world population
- Mainstream trade is based on profit motives alone; its social commitment is very much limited and most often turns out to be a cosmetic exercise
- FT promotes a consumer producer relationship based on commitment to the development of the marginalized
- FT puts a viable alternative for the present world trade besides actively taking part in campaigns, lobbying and a host of other activities for making the trade just and fair.
- FT trade promotes collective action and the time tested concepts like SHG/ micro credit which extends the foundation for development to the marginalized