

Table of Contents

President's Report	2
1. Market Access Programme	4
1.1. Domestic marketing study	4
1.2. Domestic marketing workshops.....	5
1.3. FT Shops in India.....	5
2. Fair Trade Promotion	7
2.1. World Fair Trade Day	7
2.2. Social Development Fair.....	8
2.3. Alliance building & Advocacy.....	8
3. Capacity Building Activities	10
3.1. Fair Trade Plus	10
3.2. AHVY Project.....	10
4. Networking	12
4.1. World Fair Trade Organisation	12
4.2. Our Partners	12
4.3. Our Visitors	13
4.4. Membership	13
4.5. Our Field Visits	14
5. Organisational Matters	15
5.1. National Convention & Annual General Meeting.....	15
5.2. FairConnect - our Strategic Plan 2008 - 2013.....	16
5.3. Awards.....	16
5.4. FTF-I Executive Council	17
5.5. FTF – I Members	18
5.6. Status Report.....	27
Concluding Note	28

President's Report

The last year was a time for evaluation and review. The Secretariat was strengthened through the appointment of a competent and motivated Executive Director to lead an experienced and committed team. A new elected committee took over in November 2008 and we thank the earlier Committee which helped the transition take place smoothly.

FTF-I's vision, as part of its social agenda among stakeholders, is to practice and promote, globally accepted Fair Trade standards both in production and the marketing of the Fair Trade product range that it represents. FTF-I also believes that Fair Trade Initiatives can be a viable solution to poverty. It is firmly committed to encouraging FT standards across all groups and will explore any ideas on how Fair Trade can help livelihood programmes and mitigate poverty levels.

A Strategic Plan put in place to establish FTF-I as a strong National Network of FT organizations in India was greatly helped by the ground work that had been done by the earlier Committee.

In the new Plan FTF-I reiterates its commitment to the task of further strengthening regional structures in India and aligning its activities to WFTO both at the Global and Asia level. Towards this end we prepared to sign an MOU with WFTO-Asia, developed a position paper on SFTMS which was submitted to the WFTO Global Steering Committee and conducted a PCI program with WFTO-Asia while working on evolving a Membership Entry Audit system.

FTF-I will continue to strive to present the united face of the Indian Fair Trade movement. To this end, the Plan envisages building multi stakeholder ownership of the Fair Trade movement in India by collaborating with other Fair Trade organisations and social initiatives to carry the Fair Trade message and agenda to government, businesses and consumers.

Furthermore, FTF-I will make a concerted effort to ensure that it is a more effective network of the artisans, producer groups, trading organizations and intelligentsia who believe in Fair Trade.

Some of our tasks in the year ahead are to establish a common Fair Trade retail brand in India, support and encourage sustainable, production and consumption initiatives develop a clear plan for advocacy and promotion of Fair Trade in India. It also plans to become self sustainable through initiating revenue generating activities and increasing its membership base both from the food and craft sector.

We intend to tackle these tasks through 1) the Hivos FairConnect Strategic plan which is committed to build and strengthen the Fair Trade domestic and export market for its members both in the craft and food sector, establish a retail brand, develop revenue models to become self sufficient, increase our

membership and make the network stronger 2) another EU supported project titled 'Fair Trade Cotton Supply Chain Development in India and Nepal' in partnership with Formaper, Italy, CTM, Italy and FTG-Nepal to promote sustainable production in Fair Trade cotton supply chain 3) Pro-Sustain (Promoting Sustainable Consumption through Fair Trade in India) as part of Switch Asia Project of EU to promote sustainable consumption in India in partnership with Hivos, International Resources for Fair Trade and Shop for Change

To this end, this year we have in place a strong team of Consultants & Experts, a pool of Fair Trade Mentors and Trainers and an ongoing collaboration with other Networks in India. This together with the engagement and commitment of the FTF-I growing membership would greatly assist us in working through the challenges and realizing our plans.

Finally, I would like to thank all our donors, buyers, resource persons, friends and supporters who have played a crucial role in taking our mission forward and been a tremendous source of encouragement and support to our members.

Thank You.

Roopa Mehta
President

1. Market Access Programme

1.1. Domestic marketing study

Domestic marketing update study was organized during the year as part of FTF-I's domestic marketing facilitation program. The study was in continuance to the similar study organized in four major cities during the year 2006-07. The study was based on a consumer survey in some of the leading shops where mainly handicrafts and natural food are sold in the National Capital Region (NCR) of Delhi and Kolkata. The aim of the study was to prepare an update on the consumer demands so as to contribute to the domestic marketing initiatives by FTF-I members. Based on the recommendation of the study, FTF-I will be hand picking a limited range of marketable products from the member organizations of FTF-I.



The tastes and preferences of the customers were recorded in the study. Broad categories of fast moving handmade products were also identified. The study also helped to understand the profile of consumers. This will help the producers to take up more targeted production. The details explored through the survey include the age groups and demographic structure of the consumers, their preferred price slabs, expected quality parameters, level of satisfaction with the resent quality, demands from consumers, shopping location preferences, and scope of web-based marketing of Fair Trade products in India.

The report of the study has helped in organizing workshops on domestic marketing during the year in which the products and production capacity of the FTF-I member organizations were analyzed vis a vis the consumers.

1.2. Domestic marketing workshops

This year, FTF-I organized two workshops with the aim of developing the domestic market for Fair Trade in India. It is a part of our domestic marketing program which included domestic marketing study in addition to the workshop. In each workshop, we encouraged the participants to select a limited set of products from their product range towards developing a domestic Fair Trade products range. Personnel dealing with marketing were invited to take part in the workshop. The first workshop took place in December 2008 in Mumbai. It was chaired and facilitated by Mr. Lucas Caldiera, Independent Director, WFTO.



The second workshop was organized in March 2009 in New Delhi. Both workshops were aimed at giving a final shape to FTF-I domestic marketing program. Twenty five participants representing FTF-I members in the northern and eastern region took part in the workshop. In addition to the representatives from member organizations of FTF-I, experts in social marketing participated in the workshop as resource persons. They include Mr. Adarsh Kumar, Director, AIACA (All India Arts & Craft workers Association), Mr. Sanjay Ganjoo, Director, Dainik Bhasker Foundation, Mr. Sanjay Gupta, MART-Rural, Prof. Neelu Bhullar, MDI (Management Development Institute), expert-marketing and Prof. Geeta Bajaj MDI (Management Development Institute), expert-communication.

The conclusions of the two workshops are being used by FTF-I to initiate further projects on domestic marketing more efficiently.

1.3. FT Shops in India

- Karigar - Asha Handicrafts Mumbai: 3 outlets
- Creative Handicrafts, Mumbai
- IFFAD, Chennai
- Cottage Industries, Pondicherry
- Kushalakala – Shilpa, Bangalore
- Sasha, Kolkata

- Silence, Kolkata
- Industree Crafts – 4 shops: Bangalore, Chennai, New Delhi, Kolkata
- Orupa, Bhubanswar
- Anwasha, Bhubaneswar
- SKVIS, Sundarbans
- Sewa-Lucknow
- Kala Aparajita, VHAI
- Mesh – 2 shops: Hyderabad & New Delhi
- Keystone Foundation, 3 shops
- Pardada Pardadi Educational Society – 2 shops: Bhopal and Meerut
- ESAF – 3 shops: Trissur (2), Kochi 1

2. Fair Trade Promotion

2.1. World Fair Trade Day

This year, Fair Trade Forum - India and Oxfam, in partnership with FTF-I members organized World Fair Trade Day celebrations in four regions. The celebrations this year consisted of campaigns, awareness programs, competitions for children, seminars, development of eco-friendly designs, and many more events.

A series of campaigns and awareness programs were organized in Kolkata in May 2007. 'Celebrating Recycle' - A competition on making products/ art objects from recycled products, scraps and wastes, was hosted by Sasha. Competitions were organized in two schools and two colleagues.

In addition, a major event was organised at the Retail store of Sasha, where the winners of the competitions were given prizes by the director of the Indian Council for Cultural Relations (ICCR). A photo exhibition and exhibition of recycled craft products was also organized during the day.



A seminar on 'Environmental Sustainability, Fair Trade & Ethical Businesses', organized by Fair Trade Forum – India and partner organizations from the eastern region, was also coincided with the World Fair Trade Day celebrations. The program was organized in association with 'Concern for Calcutta', an organization working for protection of environment and sustainable development.

The World Fair Trade Day celebrations in the southern region were organized by FTF-I and SIPA on 23rd May 2008 in Chennai. The Program started by campaigning and distributing literature about Fair Trade & Ecology to morning walkers at Elliots Beach. An interactive session was organized with about 50 producers at Inter Church Service Association (ICSA) from 10.00 A.M. A consumer campaign was also organized in various shopping malls in the afternoon. The Concluding function of the celebrations was organized at Elliot's Beach in the evening. Six Fair Trade organizations from the southern region, producers and general public participated in the program.

A Cultural evening was organized in New Delhi by FTF-I and partner organizations as part of the World Fair Trade celebrations. The program was started by an overview by Mr. I. Mallikarjuna, Executive Director, FTF-I. Prof. Shyam S. Sharma explained about initiatives being taken by global Fair Trade fraternity towards ensuring eco-friendly practices in production, trade and consumption. He also explained the evolution of Fair Trade to its present status of “a tool to realize sustainable development.” Mr. P.R.Rao Deputy Director (retd.) meteorological department, Govt of India, made a presentation on climate change. It was followed by the play “Aao Chale Prakriti ki Aur” by the EQRA theater group and folk music from Rajasthan.

The distinguished guests joining the celebrations include Mr. Nishikant Hate, European Commission in India, Mr. Kumar Gautam, Oxfam, Mr. Navin Anand, UNDP, Mr. Navin Prasad, Sewa International, Mr. Girish Chotani, (formerly with Care Ceshe) and Ms. Manisha Jani, Traidcraft Exchange. Representatives from Pushpanjali Handicrafts, Mesh, Usha Exim, Noah’ Ark and World Family Forum as well as artisans from Fair Trade producer groups in north India participated in the program. Mr. O.P. Yadav, Program Director, FTF-I was the facilitator and Jayakumar, Documentation Officer, made vote of thanks.

The World Fair Trade celebration in the western region was organized at Dahod, Gujarat, in May 2008. Fair Trade awareness sessions and painting competition for children were organized as part of the celebration.

2.2. Social Development Fair

The Social Development Fair was organized from 7th - 9th November 2008, Ice Skating Rink, Kolkata. It attracted 10,000 people from all walks of life. Fair Trade promotion programs which were coincided with the Fair helped to invite more attention from potential consumers.

There were 46 stalls of FTF-I members and NGOs from all over India. Many participants got tie ups with potential buyers through the fair.

2.3. Alliance building & Advocacy

Eight alliance building programs were organized during the year. The programs helped to reach out to different stakeholders with the message of Fair Trade. We gave special emphasis reach out to students. Our efforts to build up linkages with corporate bodies also got encouraging response.

The advocacy and alliance building programs organized by FTF-I are as follows:

- Awareness program on “Fair Trade & Women Empowerment” in Sadhana, Udaipur in March 2009
- Seminar on “Environment, Fair Trade and Ethical Business” in Kolkata in May 2008, in cooperation with Sasha



- “Fair Trade Awareness Seminar” at the Rajagiri College of Social Sciences, Kalamassery, in March 2009, in cooperation with Evangelical Social Action Forum (ESAF)
- Awareness program on “Fair Trade practices and corporate social responsibility” in March 2009 at Bhopal, in cooperation with the Bhopal Rehabilitation. The chief guest was Shri Ragahv Chandra IAS, Principal Secretary, Urban Development, (Government of India).
- Awareness program on “The Role of Youth in Ethical Consumerism ”, at Stella Mary’s College, Chennai, in March 2009, in cooperation with the Federation of South India Producer Associations (SIPA)
- Seminar on “Fair Trade & Handicrafts: Future Trends & Opportunities” in November in Kolkata, in cooperation with Sasha
- Fair Trade awareness program and Exhibition of products in Management Development Institute (MDI) at Gurgaon in December 2008

In addition, FTF-I was attending diverse seminars, discussions, and workshops related to development issues like livelihood generation for the marginalized, capacity building, micro finance, environment, or climate change. These events were organized by various government and non-government agencies such as the Consortium for Trade & Development (Centad), Research Information System for Developing Countries (RIS), Oxfam, Union Ministry of Commerce, the UK Department for International Development (DFID), Union Ministry of Textiles, Asia Heritage Foundation, the Centre for Budget and Governance Accountability, the Alliance for US India Business (AUSIB), the Association for Democratic Reforms (ADR), the Voluntary Action Network India (VANI), the Gene Campaign, or Transparency International India.

Moreover, Prof. Shyam S. Sharma, the past President of FTF-I, participated in the 3rd Fair Trade International Symposium, in Montpellier, France, in May 2008. Here, the main emphasis was on promoting the Fair Trade awareness among students and academic community.

3. Capacity Building Activities

3.1. Fair Trade Plus

The “Fair Trade Plus” project being organized jointly by FTF-I, Traidcraft Exchange-UK and FAKT-Germany, has entered its most important phase of producers’ workshops during the year. The Training of Trainers (ToT) workshop-2 was organized in October 2008. The trainers got advisory support from mentors while preparing the training modules for the producer level workshops.



System building sessions were also organized in FTF-I with the facilitation support of Traidcraft Exchange. The first phase of the Baseline Survey of the producer groups selected for the project was also completed during the period.

Fair Trade Plus is reaching out to Indian Fair Trade producers with authentic information on Fair Trade standards & adherence. Nine trainers with the support of four mentors have already completed FT Adherence workshops in 70 producer groups in the length and breadth of the country. While finishing the 100 plus producer group workshops in the month of October 2009, the Fair Trade Plus project is reaching out to more than 2000 producers, with the awareness and experience of Fair Trade and its EU market perspective.

The project is supported by the European Commission and Belgium Technical Cooperation (BTC). Nine trainers with the support of four mentors have already completed FT Adherence workshops in 70 producer groups in the length and breadth of the country. While finishing the 100 plus producer group workshops in the month of October 2009, Fair Trade Plus project will be reaching out to more than 2000 producers, with the awareness and experience of Fair Trade and its EU market perspective.

3.2. AHVY Project.

A cluster development program under AHVY (Ambedkar Hast Shilp Vikas Yojana) scheme is being organized by FTF-I. Under this program FTF-I associates with Tara Projects and Taja 8 (a producer group working with Tara). They will develop a Sajai (traditional jewellery) cluster in Haryana.

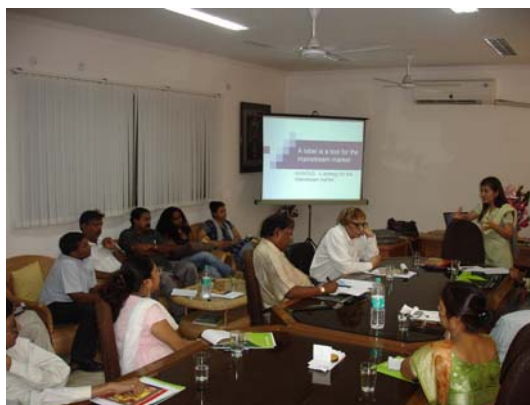


The project team has already conducted a Baseline Study in the cluster. We have also organized two awareness campaigns about the AHVY Scheme. Activities such as formation of Self Help Groups and documentation of data collected in the survey are in progress under the project. FTF-I would like to develop a model Fair Trade cluster as an outcome of the project.

4. Networking

4.1. World Fair Trade Organisation

FTF-I's relations with the World Fair Trade Organization (WFTO) became officially formalized this year. FTF-I is working as the country office of WFTO Asia. The Forum is now taking a more active and significant role in WFTO-led efforts to introduce a comprehensive Fair Trade certification system called Sustainable Fair Trade Management System (SFTMS). Other continental and country networks are also increasingly cooperating with FTF-I by way of sharing their Indian partner details with us to strengthen and grow Fair Trade movement in India.



An integrated process was introduced for membership to WFTO Asia and FTF-I. A participatory process was evolved to reflect the Indian stand on issues such as SFTMS and WFTO regionalization process. A consultation session regarding this was organized in New Delhi, in which Ms. Claribel David, the Vice Chair of WFTO, interacted with the member organizations of FTF-I.

A training program for the coaches selected under WFTO-Asia PCI (Program for Continuous Improvement) was organized at New Delhi in March 2009. Mr. Ram Bhatt, consultant WFTO Asia was the facilitator of the training program.

4.2. Our Partners

- HIVOS
- Traidcraft Exchange
- FAKT Germany
- BTC (Belgium Technical Cooperation)
- Oxfam

- O/o Development Commissioner (Handicrafts)
- SEEP Network
- COHANDS (Council of Handicraft Corporations)

4.3. Our Visitors

- Maveen Pereria
- Claribel David, AFTF
- Students from Artisans du Monde, France
- Seth Pretchers & Betsy Vincent from Shop for Change
- Sonali Chowdhary, SEEP Network
- Shah Abdul Salam
- Students from the EMPL business school visited FTF-I regarding FT study program and formation of Fair Trade club
- Adv. PS Nair, Founder of Indian Coffee Hivos
- Stevan Duravel, Executive Director, IFAT
- Dr. Linda Jones from SEEP Network
- Mr. T. Muralidharan, HIVOS
- Nayesh Radia & Shania from Bag A Wish
- Jatin Bhatt, Designer
- Beatrice Moulianitak, Project Manager India GET Foundation, The Netherlands

4.4. Membership

The entire membership process of WFTO Asia is organized through FTF-I now. Networks of other regions and countries are now officially referring the membership enquires coming from India to FTF-I. We are also receiving membership enquiries coming from several professionals, activists working in the development sector. Another feature is increased number of membership enquiries from organizations working in food sector. As the Fair Trade certification and labelling under the Sustainable Fair Trade Management System (SFTMS) is getting developed, the Forum expects that we can serve more to the food producers who are looking towards attaining Fair Trade label.

We have also developed an entry audit process along the lines of the one developed by the WFTO Asia. For those who wanted to become the members of the regional & national forums it will be an integrated process. We have also empanelled consultants to facilitate the process. The Program for Continuous Improvement (PCI) coaches trained by WFTO-Asia will be providing the needed training support to the deserving organizations to prepare for the audit. The staff team of FTF-I were also trained on the entry audit process and their service will also used to organize the audit.

We received 60 membership enquires (on an average) during the year. The interesting feature is the increase in the number of enquires from organization who specialize in textiles, natural fibre and food sector. Some of the leading networks and cooperatives working at state level which deals with cotton and spices also contacted FTF-I for getting Fair Trade membership or alliance. There were many enquires from commercial companies as well as Indian buying houses of top commercial retail chains. Organizations which are working for small and medium farmers mainly dealing cash crops such as rubber, coffee, tea, vanilla and spices also contacted us for membership. Another feature was the demand for Fair Trade certification from potential member organizations. Several membership enquiries were from the existing suppliers of leading Fair Trade organizations in the Europe, USA and Canada. This signifies that the membership of FTF-I is considered as credible as well as recognized Fair Trade identity in the promising markets of Fair Trade.

4.5. Our Field Visits

During the last year, FTF-I's office bearers/ staff members visited the following organizations in order to assess the activities as well as to understand the best practices.

- Program Director visited members – Pushpanjali Agra, Bhopal Rehabilitation, Bhopal, Federation of Tibetan Cooperatives in India (FTCI), New Delhi
- Prof. Shyam S. Sharma, Hon'y Member of WFTO visited Sadhana, Udaipur
- Program Officer – Communications visited Mesh, New Delhi, ESAF, Thrissur, Asha Handicrafts, Mumbai, Women's India Trust, Mumbai, Creative Handicrafts, Mumbai, IRFT, Mumbai
- Finance & Admin Officer visited SIPA, Chennai
- Empanelled consultants of FTF-I visited the offices/ producer groups of Godawari Delta Womens Lace Workers Society Narsapur, Cell Society, Narsapur, IFFAD, Chennai, Share Vellor, Shantimalai, Thiruvannamalai, Sabala, Bijapur, EMA, Kolkata, CSWS, Medinipore, MKS, Kolkata, Orupa, Bhubanewar, Silence Kolkata, Sasha, Kolkata, CRC Exports, Kolkata, Sahaj, Dahod, Sewa, Lucknow, Kalatmak Handicrafts,
- President of FTF-I visited different member organizations in Kolkata
- Secretary of FTF-I visited various FTF-I members in Delhi
- Program Manger visited Women's India Trust , Mumbai, and Kottappuram Integrated Development Society, Kerala (both organizations became FTF-I member later)

5. Organisational Matters

5.1. National Convention & Annual General Meeting

The 8th National Convention and Annual General body Meeting (AGM) of FTF-I took place in November 2008 in New Delhi. Sixty representatives from across the country including Fair Trade organizations, Grassroot Producers, NGOs, government departments and students from Fair Trade clubs participated in the Convention.

Mr. Paul Myers, Chair, WFTO inaugurated the Convention along with five producers. Prof. Shyam S. Sharma, President of FTF-I, delivered the Presidential address. Mr. A.K. Handoo, Director (North), officer of DC (Handicrafts), Government of India, and Dr. Neeti Malhotra, Country Director, TraidCraft Exchange were the guest of honors.

Mr. M. Bhupati member of Executive Council FTF-I and also a producer himself, shared his experiences as an artisan and how Fair Trade helped him to graduate as a successful entrepreneur. Mr. Shyam Babu Gupta, from Silence, Kolkata, Mr. Khalil Ahmed, Noah's Ark, Moradabad, Ms. Sunita, Tara Projects, New Delhi and Ms. Geeta, Pushpanjali, Agra, shared their experiences.

The two-day convention discussed topics such as Domestic Marketing, Export Market Facilitation, the upcoming Sustainable Fair Trade Management System (SFTMS), WFTO-Asia related issues, as well as the Strategic plan of the FTF-I for the next five years. Moreover, panel discussions were also organized on Curriculum Development and on the impacts of the new amendment in Income Tax Act on the voluntary sector.



The ways to complement the regionalization process was discussed in the convention and FTF-I's strategic plan will accommodate the potential activities to build up systems to ensure Fair Trade adherence at various stakeholders' levels. Various issues being faced by Indian Fair Trade partners related to new legislations, recessionary trends in the markets were also discussed.

Experts from UNDP, Oxfam, Traidcraft, VANI, the Times Foundation, Asia Heritage Foundation, First Media Consultants, Shop for Change (SFC), Earthy Goods, and Financial Management Services Foundation participated as resource persons in the Convention.

The AGM resolved to give further attention to the development need of the emerging and new organizations. A separate organization will also be created to take up tasks related to marketing/ market facilitation. The AGM unanimously elected the new Executive Council (EC), please chapter 5.4.

5.2. FairConnect - our Strategic Plan 2008 - 2013

Our strategic plan was developed to guide FTF-I's activities towards addressing the most important development requirements of members for the next five years. The plan envisions activities related to capacity building, market access, network building, Fair Trade promotion, development of revenue making model, Fair Trade tourism, monitoring & evaluation and formation for a separate entity for market facilitation as well as market access programs.



FTF-I also intend to build up systems to ensure that the planned activities are taken up on a time bound manner and in accordance with the requirements of the organization. We also encouraged our member organizations to share the information on successes and challenges in the areas of livelihood generation and community development. An exercise on strategic planning was organized to collate the expectations of members regarding the future role of FTF-I. The new projects being explored by FTF-I will be giving special attention to address the requirements expressed by the member organizations.

5.3. Awards

Dr. Mallamma S. Yalawar, Treasurer, FTF-I was conferred the 16th IMC Ladies' Wing Jankidevi Bajaj Puraskar for 2008, for her significant and outstanding contribution towards Rural Entrepreneurship and Empowerment. The award was presented in January 2009 in Mumbai.

ESAF Micro Finance Program is rated as 14th among the top 100 MFI'S in the world and 4th among Indian MFI's by Microfinance Information Exchange Inc (MIX) under it's 2008 MIX global 100 composite: Rankings of Microfinance Institutions.

5.4. FTF-I Executive Council

The Executive Council (EC) met four times during the year. The new Executive Council was elected for the period 2008 – 2011 on 27th November 2008. The name of office bears of FTF-I is as follows:

Ms. ROOPA MEHTA

SASHA Association for Craft Producers, Kolkata

President

roopa.mehta@sashaworld.com, roops52@hotmail.com

Mr. SATYABRATA ROY BARDHAN

Madhya Kalikata Shilpangan, Kolkata

Vice President

satyabrata.roybardhan@yahoo.com

Ms. MOON SHARMA

Tara Projects, New Delhi

Secretary

tara@@taraprojects.com, taraprojects@spectranet.com

Mr. SURESH C MITTAL

Pushpanjali, Agra

Joint Secretary

mittalsc@sancharnet.in, pft@pushpanjali.in

Ms. MALLAMMA S YALAWAR

Sabala, Bijapur

Treasurer

sabala2000@hotmail.com

Mr. MATHEW JOHN

IFFAD, Chennai

Member

mathew@keystone-foundation.org

Mr. JOHNY JOSEPH

Creative Handicrafts, Mumbai

Member

johnykar@yahoo.com, johnyjoseph@creativehandicrafts.org

5.5. FTF – I Members

S.No	Name address Tel/ fax, Email & website
1	<p>ADITHI</p> <p>2/30, State Bank Colony, II Bialely Road, Patna-800 014 Tel: 91 612 2593018, Fax: 91 612 2593018, Mobile: 09344693763</p> <p>Email:adithiwomen@rediffmail.com enquiry@adithi.cjb.net</p>
2	<p>ANWESHA</p> <p>N4 F-36 IRC Lottery Plot, Nayapalli, Bhubaneswar, Orissa, 751015, India</p> <p>Tel: 91 674 2557057, 2557497, Fax: 91 674 2553637</p> <p>Email:anwsha2k@rediffmail.com, anwesa_sahoo@yahoo.com</p>
3	<p>ASHA HANDICRAFTS ASSOCIATION</p> <p>28 Suren Road, Andheri East, Mumbai Maharashtra 400 093 Tel: 91 22 26831603, 2684 5404, 26848414</p> <p>Email:partner@vsnl.com</p>
4	<p>AUROARTS SOCIETY</p> <p>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</p> <p>Email:anu65@mantfreenet.com</p>
5	<p>BAIF</p> <p>Dr. Manibhai Desai nagar, National Highway No. 4, Warje, Pune – 411052 Tel: 91 20 25231661</p> <p>Email:baif@vsnl.com</p>
6	<p>BETHANY COLONY LEPROSY ASSOCIATION</p> <p>Baptala, Guntur –522 101, AP Tel: 91 8643 224760</p> <p>Email:bethanycolony@hotmail.com</p>
7	<p>BHOPAL REHABILITATION</p> <p>11, Risaldar Colony, Chhola, BHOPAL – 462018 (M.P.) Tel: 91 755 2737243, Mobile : 09893369630, Fax : 91 755 2737243</p> <p>Email: jnverma@bhopalrehabilitation.com jnverma-2000@yahoo.com</p>
8	<p>CALCUTTA RESCUE</p> <p>85, Collins Street (4th Floor), Kolkata –700 016, West Bengal Tel: 91 33 22461520, Fax 91 33 22175675</p> <p>Email:info@calcuttarescue.com</p>
9	<p>COTTAGE INDUSTRIES</p> <p>Sri Aurobindo Ashram P.O., Pondicherry - 605002, INDIA. Tel: +91 413 2333324, Fax: 91 413 2333694</p> <p>Email:manob@auroville.org.in, info@cottageindustries.co.in</p>

10	<p>CRC EXPORTS PRIVATE LIMITED 34, Ballyganj Circular Road, Kolkata –700019(WestBengal Tel: 91 33 2474 5789,2476 0504, Fax: 91 33 2474 7747 Email:crcwalia@dataone.in</p>
11	<p>CREATIVE HANDICRAFTS D/1, Achanak Colony Mahakali Caves Road Andheri East, Mumbai – 400093 Maharashtra Tel.: 022 8324692 create@bom5.vsnl.net.in</p>
12	<p>CSWS Bishnupur Bazaar, Markandachak, Medinipur(West), 721144 Tel: 91 3222 285096, Fax : 91 3222 285149/285096 Email:csws@rediffmail.com</p>
13	<p>EMA 4D /23/1 Dharmatala Road, New Ballygunge, Kolkata – 700 039 Tel: 91 33 23435707, Fax: 033)23435708/23435690 Email: emaindia@giasclo1.vsnl.net.in</p>
14	<p>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 Email: faircraft@vsnl.net</p>
15	<p>FEDERATION of SOUTH INDIA PRODUCERS ASSOCIATION 9 H.D. Raja Street, Eldams Road, Teynampet, Chennai Tamil Nadu600 018, India Tel: 91 44 2435 2313, Fax: 91 44 2434 2326 Email:sipa@vsnl.com</p>
16	<p>GODAVARI DELTA WOMEN LACE ARTISANS Rustumbada Narsapur – WGD, West Godovari District Andhra Pradesh 534275, India Tel: 91 8814 274754, Fax: 91 8814 275173 Email:gdwlacci@yahoo.co.in</p>
17	<p>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 Email:grameenlko@sify.com, info@grameencrafts.com, grameenlko@rediffmail.com</p>
18	<p>IFFAD 1/97A,Kalamegam Street, Mogappair, Chennai – 600037</p>

	<p>Phone:91 44 2654 7717 Fax 91 44 2654 2239 e-mail: veepee@iffad.net, info@iffad.net URL:www.iffad.com</p>
19	<p>IMAGINATION Auroshilpam, Auroville – 605101, Pondicherry Tel: 91 413 2622621, Fax: 91 413 2622041 Email: imagination@auroville.org.in</p>
20	<p>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 Email: icfblr@vsnl.net</p>
21	<p>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 Email: admin@irft.org</p>
22	<p>MADHYA KALIKATA SHILPANGAN (MKS) I - 23 BAGHAJATIN, KOLKATA -700 092, Tel: 91 33 2413 5216, 2414 4558 Fax: 91 233 837 0361 Email: mksca@cal.vsnl.net.in</p>
23	<p>MESH No.5, Local Shopping Centre, Uday Park, New Delhi - 110 049 Tel: +91 11 26965039, 26568048 Email: mesh@del6.vsnl.net.in</p>
24	<p>MOROMI HUMAN RESOURCE DEVELOPMENT SOCIETY 25 Basodrani Avenue, Kolkata – 700 070 West Bengal Tel: 033-22478486</p>
25	<p>NEED 39 Neel Vihar, Near 14 Sector Power House, Indira Nagar, Lucknow – 226016, UP Tel: 91 522 2712671 Email:need@sify.com</p>
26	<p>NIHATA MILAN SANGHA Casa Resource Centre, Kundarali, Block Baruipur, 24 Parganas (South)Greater Kolkata, Pin – 743 302 Tel: 91 33-24330129 Email:anthony_das1@yahoo.com</p>

27	<p>NOAH'S ARK Opp. Q. No. 307, Rly. Harthala Colony, Moradabad – 244001 Tel: 91 591 2431883 Email: export@noahsindia.com, muzaffarhussain@noahsindia.com</p>
28	<p>OASIS INDIA City Director, Oasis India 23/2 Kumaraswamy Naidu Road, Frazer Town Bangalore 560005, India Phones +91 80 25484879/ +91 80 41253505/ +91 9886775729 Email : anita.kanaiya@oasisindia.org, URL: www.oasisindia.org</p>
29	<p>ORUPA 02-A, 1 st Floor Krishma Towers, Nayapali, Bhubaneswar , Orissa 751 012, India Tel: 91 674 2563706, Fax: 91 674 2563331 Email:Orupa2001@yahoo.co.in</p>
30	<p>Ms. PADMAJA PAI Link Ethical Trade Consulting Pvt. Ltd. Mailing Address: B-3/32, SFS (117), Yelahanka, New Town, Bangalore - 560064, INDIA Telephone: +91 80 8566259 Fax: +91 80 8461803 Email: linkftg@vsnl.net</p>
31	<p>PUSHPANJALI 35, Hanuman Nagar, Shahganj, Agra-282010 Uttar Pradesh Tel: 0562-2511930, Fax: 0562-2511930 pushpanjali@sancharnet.in, pft@pushpanjali.in Website: www.pushpanjali.in</p>
32	<p>RASA (Ruro Agro Services Association) 1C Chatu Babu Lane, Calcutta, West Bengal 700 014 India Tel: 91 33 2244 9761 Email:sasha@qiascl01.vsnl.net.in</p>
33	<p>SABALA 'SAMATHA' Building Kirti Nagar B, Bagewadi Road Bijapur – 596 101 Karnataka Tel: 08352-278204 Sabala204@hotmail.com</p>

34	SADHNA Old Fatehpura, Udaipur, Pin – 313 004 Tel: 91 294-2454655, Fax: 91 294-2450947 Email: sadhna@sevamandir.org
35	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 Email: jabeen@sahajindia.org
36	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 Email: sashaindia@vsnl.net
37	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 Email: seva@cal2.vsnl.net.in
38	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 Email: Sewa_lko@rediffmail.com
39	SHANTIMALAI HANDICRAFT DEVELOPMENTS SOCIETY 83/1, Chengam Road, Post: Sri Ramanashramam, Thiruvannamalai – 606603 Tel: 91 4175 237254, Fax: 91 4175 222837 Email: smhds@sancharnet.in
40	SHARE 33-A Mettuplayam TB Sanatorium Post, Vellore Tamil Nadu 632 011, India Tel: 91 416 2264018, 2223524, Fax: 91 416 263524 , 232490 Email: craftswomen7@yahoo.com
41	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 Email: shilpatrust@vsnl.net
42	SILENCE 2/1 A Monoharpukur 2 nd lane, Kolkata, West Bengal Tel: 91 33 24743761 Fax: 91 33 24745962 Email: Silence@cal.vsnl.net.in , silence.india@gmail.com
43	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 Email: prakriti@cal2.vsnl.net.in

44	<p>TARA PROJECT 260, Okhla Industrial Area, Phase III, , New Delhi 110 025 Tel: 91 11 26839721, Fax: 91 11 26838885 Email: taraprojects@spectranet.com</p>
45	<p>UNNAYAN BHUBANESHWAR HIG-143,KANAN VIHAR (PHASE-1) PO. PATIA , BHUBANESWAR-751031, ORISSA, INDIA. Tel: 91 674 2741198/2741112, Fax : 91 674 2743033 Email: Unnayan89@yahoo.co.in</p>
46	<p>UNNAYAN SANSTHAN 251 Takaur, Chunar, Mirzapur, U.P – 22231304 Tel: 91 132 22256 Email: unnayansansthan@sify.com</p>
47	<p>USHAGRAM Vill: Ushagram, PO. Birnagar, Dist. Nadia, West Bengal – 741 127, Tel: 91 3473 260456, 261-084/260-283 Email: uglsn@yahoo.com, ushagram@gmail.com</p>
48	<p>VASANTHI SRINIVASM IIM-BANGALORE, Bannerghatta Road, Bangalore 560 076, Tel No: 91 80 26582450 Fax: 91 80 26584050 Email: unnayanorissa@gmail.com</p>
49	<p>VHAI (Kala Aparajita) B-40, Qutab Institutional Area, South of I.I.T, New Delhi - 110 016 Tel: 91 11-26518071-72, 51688152-53 Email: vhai@vsnl.com</p>
50	<p>USHA EXIM 244, Okhla Industrial Estate, Phase - III, New Delhi - 110 020, Tel: 91 11 41 078 001 to 41 078 010 (Ten Lines), 91 11 26 326 028, 26 918 033, 26 318 492, 26 391 386, 26 391 387, Fax: 91 11 26 318 493 Email: sales@ushaexim.com shastri@ushaexim.com ushaexim@airtelmail.in</p>
51	<p>WORLD FAMILY FORUM Central Communication Office: 244, Okhla Industrial Estate,Phase-III, New Delhi-110 020, Tel: +91+11+41078001 to 8010 (10 Lines) +91+11+26326028,26918033, 26318492, 26391386, 26391387 Fax: +91+11+26318493 e-mail : info@worldfamilyforum.org, ed@worldfamilyforum.org, shastri@worldfamilyforum.org</p>
52	<p>SHAPE Kolkata, 74B, A.J.C.Bose Road Pin code:- 700016Ph:- 033 22177475 E-Mail:- shape_ceramic@hotmail.com</p>

53	<p>BHARAT INTEGRATED SOCIAL WELFARE AGENCY(BISWA) At:Danipali, PO:Boudharaja, Dist.Sambalpur Pin:768004(Orissa), Ph:- 0663-2533597 E-Mail: b_wa@rediffmail.com</p>
54	<p>PARDADA PARDADI EDUCATIONAL SOCIETY Pardada Pardadi girls vocational school, Malakpur Road, Anupshahr, Bulandshar, Uttar Pradesh, Ph:- 09319382188 E-Mail: gggvs@hotmail.com</p>
55	<p>Ms. DEVASMITA SRIDHAR Flat No.1F/7, 7, Rawon Street, Calcutta- 700017 Ph:-913340084523, 09831273119 E-mail: peoplenconcepts@vsnl.net, devsmitasridhar@yahoo.com</p>
56	<p>EVANGELICAL SOCIAL ACTION FORUM(ESAF) 2nd Floor, Hephzibath Complex, Mannuthy, thrissur UKerala-680651</p>
57	<p>JAGMINI MICRO KNIT PVT LTD Udyog Nagar, Kanpur, Uttar Pradesh, Kanpur-208022 Ph:- 0512-2691063 Fax:- 0512-2691125 E-Mail: jag@jagmini.com</p>
58	<p>FEDERATION OF TIBETAN COOPERATIVES IN INDIA LTD 23, Masjid road, Jangpura, New Delhi-110014 Ph:- 24376920, 24372646 Fax:- 24377234 E-Mail: ftcidelhi@airtelmail.in</p>
59	<p>TOMORROW'S FOUNDATION 417, hossenpur KMC, Ward No. 108, Kolkata-700107 Ph:- 033-24431520, 033-32962393 E-Mail: ritwik@tomorrowsfoundation.org</p>
60	<p>INTEGRATED DEVELOPMENT of YOUTH and ADULTS(VIDYA) C-52, Mayfair Gardens, Haus Khas New delhi-110016 Ph:- 011-46065056, 41740019 E-Mail: vidya_ngol@hotmail.com</p>

61	<p>AURO MIRA EXPORTS No.29, Nilaya Street, Shanmighapuram, Pondicherry-605009 Ph:- 0413-6547491, 97866-95866 E-Mail: auomiraexports@vsnl.net</p>
62	<p>THE CHILD TRUST c/o Balika ashram, Ibrahimpur, PO-Mokhmelpur, Delhi-110036 Ph:- 9810333754 E-Mail: thechildtrust@gmail.com</p>
63	<p>KALATMAK HANDICRAFTS S.H.G. FOUNDATION Mansoor Nadeem Lari, 6, Hamid Road, City Station,, Lucknow E-Mail: info@khshgfoundation.com</p>
64	<p>IMEX 16-A, Mussoori, Road, P.O.Rajpur-248009, Distt. Dehradun-Uttranchal Ph:- 0135-2734350 Fax:- 0135-2734004 E-Mail: imex.kalsang@gmail.com</p>
65	<p>CONSERVE HRP 369,2nd Floor, Patparganj industrial area, Delhi-110092 Ph:- 011-22163317, Fax:- 011-43095301 E-Mail: shalabh@conserveindia.org.</p>
66	<p>SEWA TRADE FACILATION CENTRE C-01,Shreeji Estate, Old Rapur Mill compound, Saraspur, Ahmedabad-380018 Ph:- 079-22733122 E-Mail: mail@sewatfc.org</p>
67	<p>AAGOR DAAGRA AFAD c/o Udangshri Dera, Rowmari, P.O. Khagrabari Distt. Chirang, BTAD(Assam), Pin code:- 783380 Ph:- 03664231436, Fax:- 9845469420 E-Mail: aagorweaves@gmail.com</p>
68	<p>THE ACTION NORTHEAST TRUST(The ANT) UDANGSHRI DERA, Rowmari P.O. Khagrabari, Dist.Chirssang, BTAD(Assam) Pin:- 783380 Ph:- 03664293802, 03664293803, Fax:- 9845469420 E-Mail: antnortheast@gmail.com, antbangstore@gmail.com</p>

69	<p>KIDS (Kottappuram Integrated Development Society) Kottappuram P.O, Kodungalloor, Dist Thrissur Pin – 680 667, Kerala Tel: 0480-2803165 E-Mail: kidskottappuram@gmail.com</p>
70	<p>Women's India Trust 110/111, New Udyog Mandir Mogul Lane, Mahim west, Mumbai Maharashtra – 400 016 witrust@yahoo.co.in Tel: 2446 2505, 2446 9907 Fax: 2446 2768</p>
71	<p>Key Stone Foundation PB No: 35, Grover Hill Road Kotagiri, Nilgiris, Pin – 643 217, Tamilnadu E-Mail: mathew@keystone-foundation.org</p>
72	<p>Mereville Trust Auroshilpam, Auroville 605101 phone: +91-413-2622652 fax: +91-413-2622898 E-Mail: information@merevilletrust.com</p>

5.6. Status Report

Parameters	Year 2000	Year 2009 (31st March)
Total FTF-I members	12	70
Total Annual Turn over (approx.)	NA	Rs 150 Crores ¹ (approx.)
Total domestic sales (approx.)		10% of Total Annual sales
Total number of producer groups	Less than 500 groups	4,500 groups (approx.)
Total producers	Less than less than 10000	100,000
Trainers	NA	9
Mentors	NA	4
Empanelled Consultants	Nil	20
PCI Coaches ²	Nil	10
Staff	1	5
Total number of WFTO members among FTF-I membership	12	30
Total number of WFTO-Asia members among FTF-I membership		19
Gender Composition		70 % of beneficiaries are women
Number of Women EC members ³	1	3
Number of women in lead role in member organizations	5	25
Per cent of groups where women are in lead role	35-40%	60-65%

¹ = 1,500,000,000 Rs

² Program for continuous improvement (PCI)

³ Among office bearers of FTF-I, President, Secretary & Treasurer are women

Concluding Note

The Fair Trade initiatives taken up by the last Executive Committee we carried forward with a high level commitment and proactive actions during the year 2008 – 2009 by the present team. During this period, we tried to address several challenges related to the market and following of Fair Trade principles. We now have a more focused approach for the further expansion of our activities under a strategic plan for the next five years. This plan has helped us to develop several projects based on the increasing needs of our members and the expectations of the market. We have realized the importance of emerging domestic markets and the need to build up our strong presence there through collective action. The domestic marketing workshops have helped us to ensure better coordination between our members who are involved in developing new markets within the country. The project developed under the theme of “Sustainable Consumption & Production” has also been given adequate consideration in order to build up domestic market for Fair Trade.

During this period with the support of our global partners we have also started working on new thematic areas such as Fair Trade cotton. We have also launched out pilot cluster development programme with the support of O/o Development Commissioner of Handicrafts, Ministry of Textiles, Government of India. Our pilot project on Fair Trade Tourism helped us to explore the potential for further expansion with the cooperation of our members. We have engaged expert consultants in the areas related to capacity building which will be beneficial for our members in the future.

The Fair Trade Plus project helped us to inform our grassroots producers about consumer expectations of Fair Trade. For the first time, with the help of our partner organizations we were able to develop a Fair Trade Toolkit and enlist a pool of trainers to enhance their understanding of the implementation of Fair Trade principles in their work. We would like to thank our members for their cooperation and support which made the project a success. We look forward to continuing to support our producer partners through this program in the future.

Our Fair Trade promotion programs have become more active this year. We were able to reach many students through awareness programs. During the year more and more students approached Indian Fair Trade organizations about training and research programs. “Fair Trade & Environment” was the theme of World Fair Trade Day this year. The celebration strongly motivated our members to develop more environment-friendly practices in our trade.

We further strengthen our relationship with our Asian Network and developed an integrated approach and entry audit procedure for membership. In spite of the challenging times, for our members, due to economic recession, we were able to continue our efforts sustain market. The times ahead are going to be more challenging. The market will demand more evidence to prove our commitment to Fair Trade. A shared vision and more collaboration between the stakeholders are essential. I would also like to thank the Executive Council and the dynamic secretariat for the wonderful initiatives taken up to further building up Fair Trade movement in India.

Moon Sharma
Secretary