

## Fair Trade Forum-India's New Identity



## FTF-I National Convention & AGM 2013

Fair Trade Beyond 2015

Fair Trade Beyond 2015

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The National Convention of FTF-I was held from 3rd to 5th Oct 2013 at YMCA, New Delhi. The Convention was inaugurated on the 3rd by Mr. A.K Angurana, Additional Secretary to the Government of India and MD, Trifed.



Ms. Moon Sharma, President, FTF-I

Ms. Moon Sharma, in her President's message conveyed the message of the Father of the Nation on Khadi. The Khadi spirit which is self-reliance, a strong faith in truth and non-violence which brought the Grass-roots to prominence through Village and Cottage industries and thus Handloom became synonymous with his fight for Independence. Fair Trade today is

the the Market lead solution to Poverty Alleviation. Fair Trade promotes self-reliance, empowerment to the grass roots and freedom from exploitation. There is much to do in this journey of Fair Trade and she urged the members to come forward and make a conscious commitment to continue to work towards bringing about the social and economic change to the grass roots and in the path of poverty alleviation.

Day 2 of the the National convention saw presentations and



Mr. A.K Angurana, addressing the gathering, along with the Panel-(from right) Ms. Sudeshna Mitra Woodhatch, Secretary, FTF-I, Mr. Rudi Dalvai, President WFTO, Ms. Moon Sharma, President, FTF-I and Dr. K. Panchaksharam, Member of the Executive Council of FTF-I



Ms. Sudeshna, Secretary, FTF-I delivering the welcome

Mr. Rudi Dalvai delivering the Shyam Sharma Memorial lecture on 'The Metamorphosis of Fair Trade'



# FTF-I National Convention & AGM 2013 Contd...

discussions by Dr. K.Panchaksharam on the Strategies for 'Fair Trade beyond 2015', Fair Tourism and Ethical Trade by Mr. Kamal Kishore, Prof. Shivakumar on Alliance Building with Educational Institutions and Dr. Amita Joseph on NGO's and CSR.

In the afternoon session, Mr. Rudi Dalvai and Johny Joseph presented the Fair Trade Guarantee System and Mr. Joseph elaborated with practical example on how to apply and complete the forms.

In the Business hour on 4th Evening, the Executive Council explained in detail the details of the new logo created by FTF-I which would replace the

Mr. Rudi Dalvai, President WFTO & Mr. Johny Joseph, Director, Creative Handicrafts taking the session on WFTO Guarantee



Left- Ms. Amita Joseph taking the Session on NGO & CSR. Panel also includes Dr. K. Panchaksharam, Member, FTF-I EC (middle) & Prof. Shivkumar from EMPI Business School(left)



Mr. Mathew John, Mr. Kamal Kishore & Mr. Pradeep Krishnappa on day 2

old FTFI logo. Elaborate discussions were also held on the formation of the new company 'Fair Konnect Limited'.



Experience & Expectation sharing by (from left onwards) Ms. Basanti Pawar from Umang, Mr. MN Lari, Kalatmak Handicrafts & Ms. Manisha from Purkal Stree Shakti during the inauguration



Ms. Leela Vijayvergia, Treasurer, FTF-I, rendering the Vote of Thanks, Dr. Anand Das facilitating the plenary Session & Ms. Padmini Sharma, ED, FTF-I hosting the Convention

Below-The Executive Council of FTF-I at the AGM on 5th Oct



## Update on Child Labour Project

**Strengthening of Learning Centres:** The project has been regularly focusing on strengthening of learning centres with various activities. Monitoring committees are formed to review the progress of each centre and provide feedback on the progress. Regular co-curricular activities like games, movies, awareness programs, music programs are organized to engage the children in learning and sharing process. Currently a total of 543 children are getting benefitted from this project through 13 learning centres.

**Trainings:** The project understands the need for teachers engaged in teaching the children through learning centers. A teachers' training program was organized on the 23rd of December 2013 with an objective to enhance the capacity of Teachers engaged with Learning Centers under the Child Labor Project on Child Protection Policy and on best methods of teaching. The training was successfully completed with participation of 47 teachers from all the 13 learning centres and teachers got trained on best methods of teaching by resource persons from an NGO – Humana People to People.

Youth groups are formed in all the project locations to engage the youth in the process of reducing child labor and in spreading awareness in the community on the rights of children engaged in child labor. Regular meetings are conducted on various topics. Project has formed 11 youth groups till now and is in the process of formation of more such youth groups.

Project has successfully linked 29 home workers to health schemes and 38 home workers to



The Multi-Stakeholders meeting held on 26th Oct 2013 at Shuhul Continental, New Delhi

insurance schemes. Through this project, 10 home workers received the artisan cards from the Government of India. A total of 63 home workers have been linked to various government schemes and have received the benefit from such schemes. The project has also successfully mainstreamed 91 children to formal schools. The process of mainstreaming children to formal education is a continuous process and the project team is striving hard to enrol maximum number of children to formal schools through this program. Also a total of 83 children and youth members have benefitted from vocational trainings through this project.

**Further plans:** In the month of January 2014 the project will focus on conducting health camps for community members; prepare artisan cards for home workers; organize a multi stakeholder meeting which will formulate the strategy for monitoring the project progress at various stages; conduct teachers training program; and sensitize actors in supply chain.



The new Brochure developed under the project

## Welcome New Members!

**Eco Tasar Silk Pvt. Ltd, New Delhi-**They deal in all natural wild silk items made by a collaborative venture of tribal silkworm rearer, poor rural women yarn makers and handloom weavers in the hinterlands of India. Their products range from Silk stoles and scarves, throws, sarees and fabric.

**Maya Organic, Bangalore-** It is a livelihood development initiative involved in developing a network of artisans, workers and micro-entrepreneurs capable of producing world class lacware wooden products. Their products range from Toys, Educational Aids, Accessories, Furniture.

**Art Illuminates Mankind, Kolkata-**The organisation extends support to the poor artisans by making common people aware about art and culture, socio economic and cultural life of those people through various documentation, exhibitions, fairs, festivals etc. They deal in Handicrafts & Handlooms. They have a direct marketing line called Karigar Line. Their shop is located in Kolkata.

**Arawali Exports, Jaipur-** Based in Rajasthan, they are manufacturers and exporters of handicrafts, home décor products and garments.

## FAIR TRADE & FRIENDS at Dortmund-Germany, 6th to 8th Sept, 2013



FTF-I members at the Fair Trade & Friends Fair, Dortmund,

FAIR TRADE & FRIENDS at Dortmund-Germany, organised by WFTO is a fair which showcases the latest trends in Jewellery, accessories, house-hold goods, arts and crafts, food, textiles, cosmetics, ethical investment, sustainable tourism, recycling, upcycling and collaborative consumption.

Eight FTF-I members participated in it-Asha Handicrafts, Mumbai ESAF, Kerala, Imagination, Auroville, Sahaj, Dahod MESH, New Delhi, ORUPA, Odisha, Sasha, Kolkata & The Ants, Bangalore.

The organisations displayed a wide range of products like handicrafts, decorations, fashion accessories, garments and food products. Few of the FTF-I members participated in this kind of fair for the first time and had a very good exposure and experience.

## Noah's Ark artisans get share in the profits of 2012-13

Noah's Ark shared almost 10% of their net profit with grass root artisans. There were almost 143 grass root artisans also received their share for the financial year 2012-13.



Left-An artisan being felicitated, Right-Artisans gathered at the ceremony

*"It is not about free trade, but about fair trade"...*

## Sasha CEO visits Trade Aid, NZ



Ms. Roopa Mehta, CEO, Sasha Exports at Trade Aid Conference, NZ

Sasha CEO visits Trade Aid, NZ on their 40th anniversary celebration- As part of Trade Aid's 40th Anniversary celebrations at New Zealand; Roopa Mehta was invited as a keynote speaker in addition to a series of Speaking Tours. She visited the Trade Aid Store at Wellington amongst their other retailspaces and met many important persons of the organization including committee members/founder members.

In one of the media interviews at the conference, she confidently expressed that "Increased mobility in labour, products, services, ideas and money; indigenous knowledge and skills are reckoned as aids to society, and IPR actions: copyright, patenting and geographical indicators. These are the current global trends. The consumer landscape is going to change in the next ten years. The Indian Handicrafts export is growing at a rate of 18% per annum, which is around 10 billion US dollars. The ever burgeoning middle class now want a fair, simple, and gorgeous product...as the global choices change. It will help in creating opportunities for the marginalized, open and transparent dialogue and exchange of information. It will promote sound trading practices which go beyond just buying and selling and also respect the context in which producers and buyers work, and it safeguards the interests of all in the chain and are sustainable in the long run."

## Glimpses of Various Festive Fairs and Exhibitions organised by FTF-I members...

### Sahaj Exhibition-cum-Sale at Dharohar, 14-22 Sept'13



Snippets from the Exhibition which was a huge success



Participation of Tara Projects in a Diwali exhibition organised by Aura Event Managers at MGF Mall, Select City Walk, Saket, New Delhi on 1st Nov 2013, co-organised with Fair Trade Forum-india. Around Rs. 7000 worth of sales were generated through this exhibition.

There were various other Diwali Exhibitions & Fairs held by FTF-I members- Sasha, Kolkata, Asha Handicrafts, Mumbai, Sadhna, Udaipur & Dharohar, Gujarat, in their respective shops.

### Tara Festival cum Solidarity Sale, 17 Oct to 2 Nov 2013

A Festival cum Solidarity Sale was organized at TARA in New Delhi from 17th October to 2nd November 2013. The objective of the Solidarity Sale was to sell the fair produced crafts to support Solidarity and Community projects. This year, it was a unique experience when the members of Health Care Work Camp from France volunteered and supported in organizing/setting up the Sale. The event was publicized in the nearby areas and amongst the supporters / patrons of Tara.



Consumers appreciating and buying crafts at solidarity sale

The Sale received good response and a number of visitors from the nearby offices and localities visited the Sale, appreciated and bought the crafts. Useful information spreading awareness about Fair Trade was exchanged between the customers and volunteers of Tara. It provided a new insight about Fair Trade to the visitors. Many took keen interest and pledged their support for Fair Trade. They were also informed about other Fair Trade Shops and Fair Trade India Brand. The event also created awareness about the Socio-Economic projects of Tara and EI. The crafts worth more than INR 2,50,000/- were sold during the Festival cum Solidarity Sale in two weeks time.

The TSUTRA Exhibition- Sasha partnered with ace designer, Sonam Dubal and Sanskar to present an exhibition that celebrated crafts with an awareness of stylish ensembles for women that are a meeting point of global and local sensibilities. The exhibition that opened in New Delhi for three days featured handwoven textiles in kurtas, kaftans, tunics, saris, jackets, and stoles in cotton and silk prints, recycled quilting and Kantha.

#### Upcoming Events:

New Delhi-Kilmora, Purkal Stree Shakti, Sadhna & Umang will be participating in the Dastkari Haat Samiti, Haat Bazaar, Dilli Haat, 1st Jan to 15th Jan 2014

Chennai- Purkal Stree Shakti will be participating in the Dastkari Haat Samiti Crafts Bazaar, Kalakshetra from the 24th of Jan to the 2nd Feb 2014 and also hold an exhibition at Wesley School Grounds, 24th Jan to 2nd Feb 2014

Baroda- Exhibition by Gramshree Trust (Craftroots) at Surya Palace Hotel, 10th to 12th Jan 2014

New Delhi- Sadhna will be participating in the Design Mela, at Nature-Bazaar, Kisan Haat, 24th Jan to 2nd Feb 2014

# Fair Trade Fair 2013 in Kolkata

Fair Trade Fair was organised by Sasha at the Ice Skating Rink, Kolkata from 9-12, November, 2013. The scene is getting bigger each year with forty four participants from across the country this year. The Fair Trade Fair 2013 was inaugurated at a glittering ceremony. Mrs Laura Amalir, (wife of the Director of Alliance Francaise), Mrs Sharbari Dutta (noted fashion designer) and Mrs Ananya Bhattacharya (of Banglanatak.com) lit the ceremonial lamp to formally open the 5 day long exhibition of Handicrafts & Textiles from across the country. Ms. Roopa Mehta, Ms. Sudeshna Mitra Woodhatch, Prof. Ranjan Mitter, Ms. Uma Prajapati and Ms. Devasmita Sridhar also graced the occasion. Sasha Shop announced the opening of the Fair Trade Fair 2013 Exhibition by conducting a Press conference on 5th Nov 2013. Danseuse Tanushree Shankar & Actress June Maliah as 'Friends of Sasha' lent their support to Fair Trade.



Team Sasha and the special guests in conversation with the media



Inauguration of the Fair Trade Fair



Left-Sadhna, Udaipur & Sasha, Kolkata's stalls at the fair



From left Clockwise:-Stalls of FTF-ilmembers at the fair- CSWS, Kolkata, Sabala, Karnataka, Silence, Kolkata, Anweshya Tribal Arts & Crafts, Odisha & Sandur Kushala Kala Kendra, Karnataka

## Fair Trade Fair 2013 in Kolkata contd..

Right- Special guests at the fair- Fashion Designer Sharbari Datta, Lolita Ray, wife of noted film director Sandip Ray and Former Footballer & Current Sports Manager Chima Okerie



The Total Sales Turnover of FTF-I members in the Fair was around Rs. 1,380,751.00. The overall top performers in the fair were Madhya kalikata Shilpangan (MKS), Kolkata and Anweshya Tribal Arts & Crafts, Bhuwaneshwar.

## 3 New Member Shops under Fair Trade India Brand

### Kilmora Shop



Kilmora Shop, Kainchi Dham Near Kainchi Temple Bhowali Almora Road. Distt. Nainital, Uttarakhand.

### Green Shop



Green Shop, 1 Diya Arcade, Kantharaj Urs Road, Saraswathipuram, Mysore

### Indune Lifestyle



Indune Lifestyle-H-137, Udhyyog Vihar, RIICO Industrial Area, Sukher, Udaipur-313004

## New Shops launched by members...

### Creative Handicrafts Shop launched on 25th Oct 2013



Creative Handicrafts Shop-Shop No. 42, Building No.38, Uranus Co-op Housing Society Ltd, Evershine Millenium Paradise, Thakur Village, Kandivalli (E), Mumbai-400101

Four new shops were also launched by FTF-I members at Dastakar, Gali-E-Khas, Kisan Haat, Anuvrat Marg, Andheria Modh, New Delhi:-

1. Arunim
2. Umang
3. Sadhna
4. Sasha

Along with the above members, Sahaj, Aagor Dagara Afad, Purkal Stree Shakti & Kilmora participated in the Nature Bazaar Festival organised by Dastakar from 18th to 27th October 2013



FTCI launched its TIBETeSHOP.com, an online shop to purchase Tibetan handicrafts and artifacts on 25 Oct 2013 at Hotel Tibet Dharamsala by Hon'ble Home Minister Gyari Dolma of Central Tibetan Administration and Special Guest Mr. Siva Reddy, Managing Director of GOCOOP- organization promoting cooperatives globally. As many as 200 different products are available online right now and soon more products will be uploaded, which are broadly classified under 9 different categories namely Dharma, Handicrafts, Furniture, Clothing, Books, DVDs, Herbs and others. The online purchase can be made from 15 countries including United States, United Kingdom, France, Japan, Australia and China. TIBETeSHOP will be tied up with India Post and other reputed courier/cargo service providers for timely shipment of products. There will be free shipping for all E-Commerce products across India for order above Rs. 2000.

## Launch of Heritage and Community Walk at Sadhna's CFC, Delwara

Sadhna and Seva Mandir jointly launched the Heritage and Community Walk at Sadhna's Common Facility Centre (CFC) at Delwara Village. The inauguration was done by Ms. Chandresh Kumari Katoch, Union Minister of Culture, Government of India. Dignitaries from Government department, Tourism and Hotel



Left- Ms. Chandresh Katoch at the inauguration of the program with Ms. Leela Vijayvergia (middle, Founder of Sadhna, Right-Sadhna artisans displaying new clothing collections through Fashion Show. Below left-View of the Common Facility Centre

Industry, Travel agents and guides participated in this event. Sadhna's latest clothing collections was also launched during the event. The artisans of Sadhna displayed the latest collections through Fashion Show which was appreciated by all.



## Usha Silai School at Keystone Foundation



Usha Silai School held a third training program in the Keystone Campus from the 12th to 14th of November. The training was conducted by Nancy from Usha Silai School, Chennai. Eight women

from four different indigenous communities: Irula (2), Kota (4), Kurumba (1) & Toda (1) participated in the workshop. They were taught to make :

1. Multi panel kurtas
2. A line frocks
3. Churidars
4. Nighties
5. Table Covers/mats
6. Cushion Covers
7. Mobile Covers

## AIM organises a Skill Development Trainings



**Skill Development Training on Kantha, Bamboo & Batick for the Tribal Groups at MORAM, Bolpur (Indigenous Art & Craft Center of AIM)**

AIM (Art Illuminates Mankind) Kolkata organised a Skill Training on Kantha & batik for the tribal artisans group in Bolpur. The artisans had an enriching time of learning and practicing the embroidery and print. The training on bamboo craft was also very useful to upgrade them with the latest techniques.

Maya Organic with the assistance of the parent organization MAYA has started a health drive for all its member artisans. As part of this drive, health records are being maintained for all our members. The focus is on preventive health management. Regular checkups will be conducted and the health records will be updated periodically.

To address primary health management in the local artisan/worker community across Channapatna a pilot Health Project has been initiated. The emphasis of the project will be on women's health and members from within the communities will be identified and trained as health navigators to assist in this work.

## Maya Organic's Health Project for Artisans



**Right-Participants familiarizing themselves with the BP measuring instrument. Left-Women members from the local community, who have been identified to conduct a baseline health survey,**

## FTF-I & Tara Projects attend EU deliberation in Delhi

Padmini Sharma, Executive Director, FTF-I & Moon Sharma, CEO Tara Projects & President FTF-I were invited to attend a deliberation organized by the Parliamentarians of The European Union, the European Union Delegation in India on 29th Oct 2013. Few representatives from the civil society were also invited for the discussion. The discussions were essentially centered on 3 main aspects of EU representation in India—Child Labour, Agriculture and Free Trade Agreement between EU and India. Representatives gave their views and a major portion of the discussion was centered on child labour issues in India. Moon Sharma emphasized that Fair Trade Forum India is committed to ensure the rights of the child which is also one of the 10 principles of fair trade, the mission FTF-I works on. Padmini Sharma spoke on the Child Labour Project of FTF-I and the emphasis it puts on ensuring not only child education but also overall development in the home-based workers community, through the 5 elements in the sustainable model developed through this project. Ms. Moon also talked about Tara Projects and Fair Trade Forum India working on the provision of 'Fair Wages' to its producers. She stated that through the Fair Trade model, the FTF-I network and its members are ensuring Fair wages to the producers and hence fair trade products must get due consideration from European Union.

Pushpanjali Fair Trade, Agra supported the infants in an orphanage named 'Matrachhyaya' on 23rd Sept 2013 by distributing clothes and providing baby milk powder and 3 months milk stock for the infants.



**Snippets of the visit to Matrachhyaya**

## Workshop on Fair Trade Guarantee System



The Chair at the workshop

Sasha organized a half day session on the Fair Trade Guarantee System that has been developed by WFTO and has been piloted the same in 10 FTOs in 9 countries on 23rd November at Saturday Club, Kolkata. The session was facilitated by Ms. Carol Wills (coordinator for pilot testing of the new WFTO Guarantee System) and chaired by Ms. Roopa Mehta, (Executive Director - Sasha) and Ms Sujata Goswami (Program Manager & Acting Executive Director - SSA) and guest speaker Ms Irani Sen (Director - Projects & Products at Craft Resource Center). Representatives from Sasha's producer groups and other associate Fair Trade Organizations were present at the session to gather valuable insights about the Fair Trade Guarantee System. Ms Carol Wills's presentation was followed by a Question-Answer session.

## JKSMS Celebrates Child Rights Awareness Week

Children of Apna Ghar and Mamta Apna Ghar, celebrated Child Rights week from 14-20th November 2013. The main objective of the Child Rights week was to promote children's Right to Life, Right to Development, Right to Participation and Right to Protection. During the week children were told about the rights and how it is important for every child. There was a wide range of activities planned which even appealed to all the children living in the shelter. On 14th November a talk show was organised at Apna Ghar on the topic of "Situation of child rights in present time : Position and analysis". All the children of "Bal Samiti" participated in



Various Activities held during the Child Rights Awareness Week. From Left Clockwise- Snippets from Worskdhop, Drawing competition, Children's Fair & Sports day



this programme. Talk show was chaired by the presidents of the Bal Samitees. Second day drawing competition was organised on the various topics i.e. Save Environment, Child Rights, Youth Chala Booth. On 16th November a Sports Day was organised at the grounds of Adarsh Vidya Mandir and on 20th November Children's Fair was organised at the same venue.

## Students from Concordia College, USA visit Sabala



Students from Concordia College, Minnesota, USA visited Sabala from Sept 15 to Oct 2013. Many interesting activities were planned for them. They did sapling plantation in the Sabala Craft Centre Workshop Campus. They also interacted with Vice-Chancellor, Karnataka State Women University, Bijapur, Karnataka India and CEO of Sabala Organisation Smt. Mallamma S. Yalawar on status of women's education in Karnataka. Students shared their experience working with Sabala Team.



Left-Students at the plantation drive, Right-Students interacting with VC of Karnataka University & the Sabala Team

## Metal Craft Workshop by Craftroots, Ahmedabad

Craftroots, Ahmedabad, the retail unit of Gramshree Trust organised a space making metal workshop in association with Faculty of Design and Design Innovation and Craft Resource Centre (DICRC), CEPT University, Ahmedabad from 20th November to 4th December 2013



Snippets from the Workshop



## Awards & Recognitions



Ms. Snehlata Nath of Keystone Foundation, Kotagiri received the Jamnalal Bajaj Award for 2013 in the category of Application Of Science & Technology for Rural Development. The ceremony was held in Mumbai on 15th Nov 2013



Eternal Creation, Dharamshala, HP was awarded the Ethical Enterprise Award 2013. The award was presented by a Victorian-based social enterprise Moral Fairground and Australian Ethical Investment. Eternal was one of the 9 finalists. The Ethical Enterprise Award is aimed at any business or organisation, regardless of size, which has had a positive social and economic impact through innovative ethical practice.

**Kara Weaves, Kerala received the certification from the Textiles Committee of India in September 2013 and now are a registered member of the Handloom Mark Scheme**

## Visits & Info-sharing



Collector of Udaipur Shri Ashutosh A T Pednekar's visit to Sadhna - A Women's Handicraft Enterprise



Fair Trade Group (FTG) Nepal- Mr. Chandra Prasad Kacchipati, Chair & Ms. Padmasana Shakya, Advisor visited the National Secretariat at Fair Trade Forum-India on 31st Oct 2013

Ms. Sudeshna, Secretary FTF-I visited the exhibition 'Truck on Wheels', a workshop & display of Truck Art from Pakistan, organised by Art Illuminates Mankind (AIM) in Kolkata, 7th-9th Sept 2013



The Ants Store & Café, Bangalore (The Ants Craft Trust) is 6 years old (2007 to 2013). The Ants is a Public Charitable Trust and certified as a fair trade organisation by Fair Trade Forum – India, Fair Trade Forum – Asia, and World Fair Trade Organisation, the store showcases and works towards preserving the tradition, creativity, and passion of north-eastern artisans. The ant aims to provide a platform for beautiful handlooms and crafts from the northeast region and is a platform that not only generates sustainable livelihoods, but it also tells inspirational and peace-filled stories of this region's many communities.



# Celebrate Fair Trade with the new collection of FTF-I merchandise



## GET IN TOUCH

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