

# FTF-I Communique

Newsletter of Fair Trade Forum - India

May 2014

**FAIR TRADE  
PEOPLE**



**FAIR TRADE  
INDIA**

“Celebrations”



**World Fair Trade Day**  
**10 May 2014**

**FAIR TRADE  
FORUM  
INDIA**





This year's World Fair Trade Day theme was 'Fair Trade people'. The people who are part of the global Fair Trade voice, that include-the producers and artisans, consumers and individuals who support Fair Trade, social entrepreneurs, Fair Trade organisations, the Fair Trade networks and the advocates and promoters of Fair Trade.

Various events and activities were held across India by the Fair Trade organisations during the period from 1<sup>st</sup> to 15<sup>th</sup> May 2014. These included- school awareness programs

and competitions, Consumers Meet, Talks, Seminars, Signature Campaigns, Discount and Sales at Fair Trade shops and various Workshops and Trainings for producers and artisans.

Fair Trade Forum-India, the national network also promoted its Fair Trade brand- FAIR TRADE INDIA. The 30 shops under the Fair Trade India brand held several promotional events across India to celebrate WFTD 2014 and to promote and create visibility for Fair Trade in India.

Asha Handicrafts, Mumbai celebrated WFTD by organising various health and awareness camps for its artisans and promotional events at 'Karigar' shop. They organised eye check-up and sugar test for its producers to explain the



importance of a healthy lifestyle. They also conducted awareness workshop for men and women producers where they explained them about Fair Trade and its goals to work for their rights. They also created few promotional and visibility communication materials like 'I Support Fair Trade Call Out' placards for their shop to mobilise the customers visiting the 'Karigar' shop on WFTD.



CRC Exports, Kolkata celebrated WFTD with their team at CRC office. The program was a combination of Fair Trade product displays and sale, games, sports, song presentations and discussions...



Purkal Stree Shakti, Dehradun, celebrated WFTD with their women artisans and loyal Fair Trade customers. They had organised games and special gifts for the women and a small workshop on Fair Trade. The customers also enjoyed tea and snack at 'Purkal shop' and attractive discounts on products



At ANTS store Bangalore..they had organised Fair Trade promotional events and offers for customers at their shop



The team at Shilpa Trust, Bangalore posing for a groupie on WFTD..



MESH celebrated WFTD with a photography competition. They asked their groups to take pictures of their Fair Trade People and send up to ten images to MESH. The best two pictures would be awarded a special gift...in this way they were trying to imbibe the meaning of fair Trade in their producer groups..

A Signature Campaign was organised by Sasha at Dastakar Nature Bazaar, Kisan Haat, New Delhi. Participating organisations were-Sasha, Sadhna, Arunim and Mahila Umang Samiti who have their permanent shops/stalls at Kisan Haat, Gali-e-Khas...



On the occasion of World Fair Trade Day on 10th May 2014, a S SETU organised an interactive session for promotion of Fair Trade principles for thr students of 'Jaipur National University (JNU)' based at Jaipur, Rajasthan. The informative session was delivered by team head Ms. Rashmi Dhariwal who explained how Fair Trade can be used as a business model for the socio-economic transformation of the underprivileged masses and gave the idea of "Trade not aid". It was a

highly interactive session where Rashmi told students the basics of Fair Trade; how it can bring a positive change in the lives of artisans, career opportunities involving it and much more. Signature Campaign was carried out jointly by SETU Society & city based prominent NGOs as well as FTF-I members namely Jan Kala Sahitya Manch and Nav Srijan Societies at City Palace and Jantar Mantar Jaipur, Rajasthan.



Left: Interactive Session at Jaipur National University , Above right: Scene from the Signature campaign

Sasha rolled out some well planned events and from 3<sup>rd</sup> May onwards with a series of events marked the progress of the celebration. The drawing competition at Asha Niketan event was a day for all of them to exhibit their drawing skills in spite of their limited understanding and coping with their struggle to perform the simplest of tasks. A workshop was held by Mr. Ram Bhat on 8<sup>th</sup> of May for selected Producer Groups and the Sasha team: to incorporate the principles of Fair Trade and integrate the concept into their trade practices. The daylong session identified the challenges, opportunities and the way forward to



Various activities being held at WFTD, organised by Sasha, Kolkata

better producers' livelihoods the Fair Trade way. The signature campaign was a big draw in the Forum Mall (9<sup>th</sup> May) which attracted crowds in huge numbers. It aimed at sensitizing and creating awareness by displaying SASHA products. The motivated first time consumers supported the drive whole heartedly and enthusiastically! Special mention needs to be made of SASHA FaceBook profile that kept pace with the happenings in and around the organization. The true advocates of Fair Trade, i.e. the people behind the product and the consumers were given prominence. The World Fair Trade Day event finally peaked with the Coffee Meet at Sasha Shop. Our "Friends of Sasha" privilege card offer for committed customers and patrons was launched on the 10<sup>th</sup> of May to mark the World Fair Trade Day and we welcomed the loyal customers to a friendly and an informal social

## Experience of First Timers: Celebrating WFTD...



AIM - Art Illuminates Mankind, Kolkata family had a really good time celebrating World Fair Trade Day at our Art & Craft Development Centre - MORAM near Shantineketan, Birbhum ( West Bengal ). A total of 300 tribal artisans, mostly women from various villages are part of the Fair Trade initiative. The craft development & training for tribal artisans included tie-dye, batik, kantha and bamboo craft. The Livelihood Training Programmes were conducted in collaboration with the West Bengal Tribal Development Co-operative Corporation Ltd. ( Govt. of West Bengal ).

Above: AIM, Kolkata team at their MORAM Centre with their artisans. Below: Kadam India staff posing in a special WFTD T-shirt

Kadam India celebrated WFTD with their whole team and their artisans. The theme of their program was "the hands that work hard". They had an interaction session with their artisans and educated them with the values and principles of Fair Trade. Also gifted especially designed t-shirts to the artisans on the occasion.



TARA Projects, Delhi celebrated WFTD 2014—'Fair Trade People - Diversify with Fair Trade', along with its artisans/producers, staff members, invitees from Fair Trade India network and its Delhi members FTF-I, the national network for Fair Trade in India and Fair Trade Delhi members – The Child Trust, Conserve India, Usha Exim, Literacy India, World Family Forum, graced the occasion to stand in solidarity, and to celebrate this special day together. Around 200 persons comprising of artisans, social activists, government officials, students and representatives from Fair Trade organizations participated in the programme.

The programme was a combination of debate on Fair Trade, interactive group activities with the producers, discussions, skit and a grand Fair Trade feast. The programme brought out interesting suggestions from the producers on the 'Transparency



and Accountability in Supply Chain Management', and how the Fair Trade movement has benefitted them over the years in securing their Rights and giving them sustainable work. The take-off points from the group sessions helped TARA to understand the present needs of the producers and their expectations, and to be able to manage the Fair Trade Supply Chain more effectively. The producers were also shared on how Fair Trade is not subject to only 'charity' now, and is moving towards a more professional model with accountability. Thus, the role of the artisans, the most important element of the supply chain, has to become more proficient with time.



Various activities being held on WFTD at TARA...the artisans had an enriching time of sharing and participating in debate and discussions on Fair Trade Guarantee System and Supply Chain Management



Calcutta Rescue, Kolkata, one of the FTF-I members, celebrated Pre Fair Trade Day with Calcutta International School 's Earth Group. The group discussed about Principles of Fair Trade and the benefits of Re cycle and Re use.



WFTD being celebrated at Ferozabad Learning Centres, under the Fight Against Child Labour Project

## Update on the project–“Sustainable solutions in the fight against Child Labour in Home-based craft production”

All efforts of the project this month was to sensitize the parents and the teachers of the locations to facilitate the process of mainstreaming the children to formal education. Regular interactions, meeting and advocacy was done with all stakeholders to make this process smooth and effective. A total of eight parent- teacher meeting (PTM) were organized in the learning centers and 283 parents participated in these meetings. These meeting were held in Bhatti, Bahadurgarh, Mooradabad-MeenaGali, Mooradabad – Shiv Gali, Repura, Labor Colony, and Nikaon learning centers.

One centralized teachers training was organized in Literacy India – Neb Sarai Centres. All teachers in the centre participated in the training organized by Literacy India resource persons. The training was a continuation of the series of training on effective methods of teaching. The teachers were trained to operate the computers and effectively run the software “GyanTantra” which is interactive educational software that helps the children learn and understand the subjects in an interactive way. Nine Youth group meetings



Parent-Teacher Meeting at Labour Colony, Ferozabad



Youth Group Meeting at Nangloi

were held in in Bhatti, Bahadurgarh, MeenaGali, Shiv Gali, Reipura, LaborColony, NikaonCenters.

One Training was held on public provisioning in Neb Sarai. The topic was to give information to community members on the process and documents required for availing Government Schemes. 203 children were mainstreamed to formal schooling this month. All learning centres are sensitizing community members for mainstreaming the children to formal schooling as the admissions in formal schools have started from this month.

One Multi stakeholders meeting (local level) were organized in MeenaGali in Mooradabad. The topic of discussion were to identify resources for vocational training, enrolment of children to formal schools, procedures for aadhar cards, formalities to be completed for artisan cards. This meeting was in continuation to the previous meetings held in the learning centre. Five Vocational training were organized in Bhatti and NebsaraiCenters. The vocational trainings were on

computer education, making of Jute Bags, and on personality development. A total of 43 youths got benefitted from this vocational training program.

Contd on next page...

## Update on the project–“Sustainable solutions in the fight against Child Labour in Home-based craft production” Contd...



“National Multi-stakeholder Meeting” was held on 25th April 2014 (Friday) at India Haitat Centre, New Delhi. The meeting aimed to facilitate consultation and learning of the Project and the model developed and implemented which is being tried and tested in the selected locations/learning centres and their supply chains (including home workers and children). The proposed Meeting addressed issues to strengthen the Project objectives and focused on matters concerning home-based workers and their children. The meeting was also a platform to initiate discussions on blue print of the model developed through an action research addressing the problem of child labour among home-working craft producers who are linked to global and

domestic supply chains. Feedback and inputs/ recommendations from this meeting will ensure the model implemented is efficient, effective and sustainable. Key stakeholder participated in this meeting which includes representatives from government, non-governmental organizations, private actors, buyers, retails, producer organizations, implementing partners and other actors among others.

The meeting started with welcome address by Ms. Sudeshna Mitra, Secretary, FTFI followed by brief introduction of the Project by Ms. Pallavi Mansingh – Program Manager – CEC. Presentation of key findings of the research and the model was presented by Mr. Vinay Raj – Asst. Researcher, CEC and this was followed by the presentation on progress till date of this project by Mr. Anil Thomas – Project Manager, FTFI. The session was chaired by Mr. Nirmal Beura – Sr. Program Manager, Traidcraft

The session on Wage and Social Security was chaired by Mr. Praveen



Jha – Professor, Centre for Economic Studies and Planning. Presentation and knowledge sharing was done by Mr. Onkar Sharma - Regional Labour Commissioner, Government of India and Mr. Otojit Kshetrimayum – Associate Fellow, National Labour Institute. The session on Skill Development and Employability was chaired by Mr. Bhairav Dutt – Asst. Director, DC Handicraft. Presentation and knowledge sharing was done by Mr. Ranjan Choudhury – Principal Program Development, National Skill Development Counsel and Ms. Amla Srivastava – NCDPD. The session on Supply Chain Management was chaired by Mr. Subro Tudu – Consultant, Traidcraft. Presentation and knowledge sharing was done by Ms. Nandeeta Shaunik – CEO, Nanditas and Mr. Sohit Yadav – Literacy India

## Visits at FTF-I...



A Malaysian delegation, affiliated to various ministries from Kula Lumpur visited FTF-I to learn about Fair Trade and its scenario in India. The basic objective of the visit to India was to learn about Fair Trade and its status in India, the concept of Dilli Haats, and One Panchayat One Product (OPOP) Scheme, in order to promote handicrafts and cottage industries in Malaysia. Mr. Mansoor Lari form Kalatmak Handicrafts, one of the FTF-I members also helped in facilitating the meeting by sharing his Fair Trade experience and his association with FTF-I

Mr. O P Yadav, Director-Programs, FTF-I receiving a Malaysian Art compilation book from Ms. Bahria Mohd Tamil, Ministry of International Trade and Industry, Government of Malaysia

**Note:** All the information in the newsletter is taken from the members or extracted from their legitimate website and social networking sites. FTF-I will not take responsibility for any wrong information or references found in this issue.

**For Private Circulation Only**

This Newsletter is compiled and published by Fair Trade Forum-India. The Editorial Board consists of Mr. K. Panchaksharam, Ms. Moon Sharma and Ms. Sudeshna Mitra/Woodhatch. For giving your feedback/suggestions please write to us at [info@fairtradeforum.org](mailto:info@fairtradeforum.org), [ftfindia@fairtradeforum.org](mailto:ftfindia@fairtradeforum.org)