



# Annual Report 2007 - 2008



Fair Trade Forum-India

## President's Note



*Fair Trade is becoming visible in India. Apart from national level initiatives being organized by FTF-I, member as well as several Fair Trade partner organizations are extending their activities in India. The development organizations working in India are also showing keen interest in Indian Fair Trade fraternity towards reaching out to the micro-enterprises at the grassroots which can be the catalysts for change in the days to come.*

*We at FTF-I consider this increasing recognition as a responsibility as well. Now we are getting linked to more and more stake holders and there by getting diverse avenues to serve the Fair Trade producers as well as potential consumers in India.*

*Among our successful efforts organized during the year, the project Fair Trade Plus and the Fair Trade promotion programs stands very much relevant and important. Because through these programmes we could specifically address important and long standing demands from our stake holders.*

*During our efforts in the past to build up the capacity of India Fair Trade partners to come out with better products, we got opportunity to find out the present gaps in communicating the requirements of Fair Trade adherence as well at the producer level. The project Fair Trade Plus has already made a good beginning vis a vis building up Fair Trade adherence at the producer level. The baseline study conducted as part of this project is going to be valuable firsthand information for internal evaluation.*

*On the other side, our efforts to reach out to young potential consumers, took shape during the year. Our present programmes being organized by various universities and educational institutions will be very much helpful in building up a strong domestic consumer base for Fair Trade in India. I would also like to add the concept of World Fair Trade Day as well to this category. By taking up issue such as Climate Change and Ecological issues, the global IFAT could bring a common agenda for action before the might collective of Fair Trade Fraternity and Consumers.*

*The year was historical while considering the achievement of the global IFAT and its continental networks in making the much awaited breakthrough in the membership, monitoring and certification issue. I hope soon the well spirited friends working on the issue will be coming out with a simple but concrete and effective strategy for this. It will be worthwhile to record here that FTF-I was the first to suggest the integrated approach for Membership, Monitoring and Certification, which would be the arm of global IFAT towards increasing its out reach and credibility into many folds.*

*Thanking you  
Shyam*

## Domestic Marketing Programme



FTF-I's domestic marketing initiative aims at coming out with India's first domestic Marketing Range of products. The products are being selected on the basis of marketability by expert consultants. But the marketing of these products will be complimented by promoting the social profile and the social quality of the products. The domestic marketing initiative would also suggest the possible way outs for the the organizations to build up potential range of products which can be included in the similar initiatives in the coming years.

## Domestic Marketing Programme

The basis random study was organized in four regions in the year 2006-07 to understand the long term trends in the domestic market. The report which was finalized this year is amply hinting to the prospects of developing a Domestic marketing Package which includes a selected common product range, communication and marketing strategy. At present the marketing efforts planned by using the outcome of the present initiatives are limited. But we are exploring resources to find out an extensive efforts based on the findings of the present study. Four consultants participated in study in four regions. The final compilation of the study was done by Ms. Deepa Verma, who was also the northern regional consultant. The formats of the study was presented to Mr. Lucas Caldeira, the head of the working group for Market Facilitation for approval, before sending it to the respective responders.

## Domestic Marketing Programme

The first workshop was organized on 22-24th July 2007 at Puducherry. The workshop was scheduled for the organizations from the southern and northern regions. Twenty five participants (Tamilnadu-5, Maharashtra-4, Madhya Pradesh-1, Andhra Pradesh-2, Gujarat-1, Karnataka-3, Puducherry/Auroville-4, and including 5 Resource Persons took part in the 2-day workshop. The workshop was formally inaugurated by Ms. Kamalini, Chairperson, Puducherry State Women's Commission. The workshop was very much informative for majority of the participants. Dynamics of marketing, successful examples, expectations through interactive sessions and scope of design innovation were discussed as part of the workshop. The case study of Fab India/was also analyzed in the workshop.

Mr. R. N. Iynakar, the expert consultant suggested utility orientation and exploration of fast moving items is necessary to ensure better access to domestic market. Dr.



Manjula Jagatramka and Mr. Jaykumar, TACED, consultants of FTF-I also participated in the workshop as resource persons.

The workshop also submitted an action plan for the consideration of FTF-I. Prof. Ratna Natarajan, Joint Secretary, FTF-I and Dr. V. Purushothaman, Managing Director, IFFAD were the chief facilitators of the workshop. We are thankful to IFFAD, Chennai for hosting the workshop.

The second workshop was organized on 7th 8th September 2007, Kolkata. The workshop was co-hosted by Silence and Sasha.



The workshop was oriented towards exploring E-marketing opportunities for fair trade products from India. The findings of the study conducted by FTF-I were discussed in the workshop and an initial programme to take up domestic marketing at local levels was worked out. Case studies on some of the leading E-Commerce initiatives were the highlight of the workshop. Expert from ITC, Wipro, Citi Bank and Oxford Bookstore were helped the participants to understand the scope of domestic marketing by using E-Commerce Platforms. Ms. Aparna Sinha, Consultant, FTF-I presented the recommendations of the domestic marketing study. Some of the participating organizations presented their experiences regarding domestic marketing initiatives organized individually and collectively. Suresh Mahajan, IT Expert conducted working sessions on E-Marketing.

## Alliance Building Programs

In Delhi programs were organized in two campuses under the Delhi University. Fair Trade club formed in one of the colleges affiliated to Delhi University. The clubs were formed in four schools as well.

In southern region, Fair Trade alliance building programmes were organized in Madras School of Social Work. The students were also actively participated in the Fair Trade Fest organized in March 2007 as well. In Mumbai the program was organized in the All Indian Institute of Local Self Government in which students from various universities and institutions in Maharashtra participated.

## National Convention & AGM 2007

The 7th National Convention and Annual General Meeting of FTF-I was organized in Mumbai on 16th & 17th November 2007. Mr. Lucas Caldera welcomed the representatives of member-organizations and Guests to the workshop. Mr. Mahesh Bhatt, eminent film producer/ director and social activist inaugurated the Convention. In his inaugural speech he opined that like any other businesses, Fair Trade too needs to be fascinating enough for the consumers with exquisite products and the cutting edge over its contemporary competitors. FTF-I's major task will be grabbing consumers with concepts and products, which are imaginative. It is the only way to serve the deserving producers. The challenge before a producer and me is to seduce consumers for a good cause.



Dr. Roopa Vajpeyi, Hon'y Editor of Consumer Voice presented the theme of the Convention "Fair Trade & Responsive Consumerism." In her presentation, she portrayed how the perception of consumption is getting manipulated at the behest of the transnational brands. As result of this process the real and appropriate consumer producer relations face a great challenge.





Mr. Subhasis Ray, Vice President, Reliance Retail, Mr. Kiran Ajwani, Marketing Expert were the other resource parsons. The report on FTF-I's domestic marketing programmes and Programme Plan for the year 2007-08 were also presented in the workshop. FTF-I is very much thankful to Asha Handicrafts for hosting the workshop.

## IHGF 2007

FTF-I could facilitate participation of one organization of each in IHGF October 2007 and November 2008. FTF-I is getting very much limited opportunities for IHGF participation through O/o DCH / COHANDS is due to policy changes of Ministry of Textiles. Efforts to discuss the issue with the Ministry are going on.

## Fair Trade Plus

Fair Trade Plus India, a project being organized in partnership with Traidcraft Exchange-UK, FAKT-Germany, and BTC specifically strive to build up fair

trade adherence, initially targeting a selected spectrum of fair trade producers in India. The project aims to develop a fair trade tool-kit and a team of fair trade mentors and trainers ready within the fair trade fraternity in India through a study, a series of expert led training programmes and exposure visits.

The project is also an opportunity for Indian fair trade fraternity to come out with a model to build up fair trade adherence among producers, which will be instrumental in implementing similar efforts in other regions as well in the South.

'Fair Trade Plus India' is supported by the European Commission under the 'Asia Invest' programme. The planning meeting of Fair Trade Plus was organized in



New Delhi on 6 & 7 July 2007. Ms. Maveen Pereira and Ms. Jo Huband represented Traidcraft Exchange in the meeting. Prof. Shyam S. Sharma, President, Shri. Chanchal Sengupta and Shri K. Panchaksharam represented Fair Trade Forum in the meeting. The national secretariat team also participated in the meeting.



During the year we could successfully complete selection of eleven trainers, empanelling of four mentors and 117 proucer groups. The Trading Fairly Workshop was from 4th 9th March



2008 at New Delhi. Mr. Alistair Leadbetter, Ms. Jo Huband and Ms. Manisha Jani were the facilitators. . The Mentors meet was organised on 4th March 2008 at Sanskriti Kendra New Delhi.

We appointed four consultants for a Baseline study of producer groups participating in the project. Three working group meetings were also organized during the year. A Fair Trade toolkit was made towards helping the trainers understand Fair Trade. FTF-I provided initial input for developing Tool Kit. Earlier, a visit was made to selected MSE's in North India by two representatives (One each from Traidcraft & FTF-I) to quickly assess the needs and technical requirements in developing the Tool Kit.

### AFTF E-Commerce Workshop



The E-Commerce workshop supported by AFTF Center of Learning was organized from 11th 14th June 2007 in Shimla. Eleven participants representing nine FTF-I members took part in the workshop.

### World Fair Trade Day

The World Fair Trade Day is celebrated annually to enhance the reach out of Fair Trade among all stakeholders of development. This year, the national level and the eastern regional programmes were organized in Delhi and Kolkata respectively in partnership with Oxfam International's Make Trade Fair Campaign. "Kids Need Fair Trade" was the theme for this year's World Fair Trade Day.



The national level celebrations organized by Fair Trade Forum-India and Oxfam International's 'Make Trade Fair campaign' on 12th May 2007 highlighted the importance of Fair Practices in Trade towards fighting the curse of Child Labour. Dilli Haat, the permanent bazaar of crafts as well as popular hangout location of food curios was venue of the event.

In the other regions also vivid activities centering the theme of 'Kids Need Fair Trade' is being organized by the member organizations of Fair Trade Forum India.





A consultation on “Addressing Child Labour: Evolving a Fair Trade Perspective” was organized by Fair Trade Forum India, on the occasion of World Fair Trade Day on 12th May 2007, at Dilli Haat. It was an effort to collate the experiences and accomplishments of various stakeholders who are contributing to the efforts to curtail the trade initiated curse of child labour. Representatives from NGOs, development organizations and government departments/ institutions were invited to the consultation.

The session began with a welcome address by Mr. O.P. Yadav, Program Director FTF-I, followed by a theme presentation by Prof. Ratnanatajaran, Joint Secretary FTF-I. He presented an overview on Child Labour and how Fair Trade has intervened in this sector by providing families with decent income and enabling the parents to send their children to schools/learning centres.

Mrs. Roopa Vajpayee from Consumers Voice stressed on the significance of keeping the crafts of local indigenous artisans alive. For that children should get opportunity to learn traditional crafts. But it should not be at the cost of their normal growth through education. It is important to preserve this resource as it is an integral part of our cultural heritage because these skills have taken thousands of years to develop.

Dr. Dinesh Abrol from NISTADS, (a government organization which is doing research and development in appropriate technology) began by reminding that we must not forget that one third of the 120 million child Labours are in India and that the duty of the State is to prohibit Child Labour. He also urged that the State should deliver its obligation of providing education for children, which inadvertently contributes towards resisting child labour. But unfortunately the state

funding in education is insufficient to meet this important obligation. Fair Trade organizations can join hands with other NGOs for putting pressure on the government towards persuading them to fulfill their obligation of providing schooling opportunities for children.

The artisans from Rajasthan presented folk song and dances in the cultural evening. The cultural group from the Rajashtani migrant a community living in Delhi was introduced to the culture curios before 20 years by Tara Projects. The group also involved in the craft of puppetry which is being marketed in the Fair Trade markets in several countries. Now their cultural group is known to the through their performance in different parts of the world.

The World Fair Trade Day celebrations organized in the Eastern Region provided opportunities to the children from several schools including special schools and learning centers for differently able, to under stand the concept and practice of Fair Trade. The programmes were organized by Sasha and Silence. The former is working with hundreds of rural-based artisans in the states of West Bengal, Orissa and the North East. Silence is working with differently able people in Kolkata.

Interaction with school children both in urban and rural areas and the 'Kids Need Fair Trade poster competition.' There was animated presentation depicting the relevance of Fair Trade in the lives of disadvantaged children. The presentation was in two languages- Bengali and English to reach a wider audience. It was followed by a detailed discussion on the Fair Trade practice of fair trade and its influence on the trade rules as well as lives of the people. Four schools participated in the event-two each from villages of Asurali and

Birnagar and the city of Kolkata. Subsequently a jury comprising of artists, designers and fair trade practitioners adjudged nine best entries-three each from the rural and urban schools; three outstanding entries overall. The final awards were conferred on 12 May, as a fitting finale to the World Fair Trade Day event at Sasha Shop by eminent artist Shri Suvaprassanna. Products display and sales were also part of the World Fair Trade Day Celebrations.

## Visitors



Mr. T.Muralidharan Programme Officer, Financial Services and Enterprises Development, HIVOS visited FTF-I on 11th October 2007. Representatives of Shared Earth, UK, Triadcraft UK, Trade Aid, New Zealand, Ten Thousand Villages, Canada, Fair Trade Original, The Netherlands, Sarana, The Netherlands, Serrv International, USA, World of Good, USA, Devnear, The Netherlands, El Paunte, Intermon Oxfam, Claro, Dharma Boutique, FAKT, Germany and AFTF, Manila visited FTF-I during the year.

## IFAT Conference

Mr. Chanchal Sengupta, Secretary, FTF-I participated in the IFAT Conference organized on 12th - 17th 2007 at Blankenberge, Belgium. Mr. Lucas Caldiera, Vice President of FTF-I was elected as the Treasurer and one of the independent Directors in the IFAT Board. Mr.



Paul Myers was elected as the Chair and Ms. Claribel David was elected as the Vice Chair of the IFAT.

## OUR Partners



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## Concluding Note

*FTF-I as a collective force is reinventing its role. Several efforts were made in this regards through our programs and activities organized during the year 2007-08. The approach during the year was more practical and pragmatic. The programme framework was more oriented towards addressing some of the real issues faced by the Indian Fair Trade partners. The effort in developing the domestic marketing range is an example. During the last several years I could discuss the issue related to domestic marketing with many of our members. Some of the major hindrances in this regard before them is the lack of information, expertise and resources.*



*Our present domestic marketing programme, although it is only in the initial stages, might rightly address the important issue related to domestic marketing in the days to come. We have already taken steps to link it to Fair Trade promotional initiative and we believe that the marketing and promotional efforts shall go together to ensure better results in both aspects.*

*While I am happy that majority of programmes were organized as per our plan of action, still there are scope of improvement and refinement. It would have been more meaningful if we could club our activities towards resource mobilization as well. Ensuring participation of international development organizations and government departments is necessary to address the present question of resource crunch.*

*Like wise, our collective efforts are required in lobbying to ensure our participation in government sponsored projects and programmes. During the last few years we could get positive responses for our pleas from the Centre and various state governments on various issues. If we can ensure continuous efforts many opportunities can be created to our members organizations to expand their activities.*

*Another suggestion in this regard is about exploring more working relation ship between the Forum and member organizations in resource mobilization. FTF-I can well represent the interest and development needs of the member organizations before various international and Indian development partners so as to create a win win situation for the Indian Fair Trade partners.*

*While analyzing the response of FTF-I towards the aspirations and expectation of the member organizations, on the basis of the scope of the present projects being implemented by FTF-I, I would suggest that we need to scale up our efforts.*

*A holistic and pro-active approach and long term strategy is very much needed to meet the expectations of the increasing number of Fair Trade organizations in India.*

*FTF-I itself must improve its capacities to offer more Business Development Services (BDS) to its member organizations. Responsibilities related to monitoring and certifications as part of the regionalization of IFAT also summons more dynamism form FTF-I as the National Network.*

*I hope that the strength of our togetherness is capable of addressing the challenging time ahead.*

*Thanking you.  
Secretary*

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# *Fair trade Principles*

**Creating opportunities for  
economically Disadvantaged  
Producers**

**Transparency and accountability**

**Capacity building**

**Promoting Fair Trade**

**Payment of a fair price**

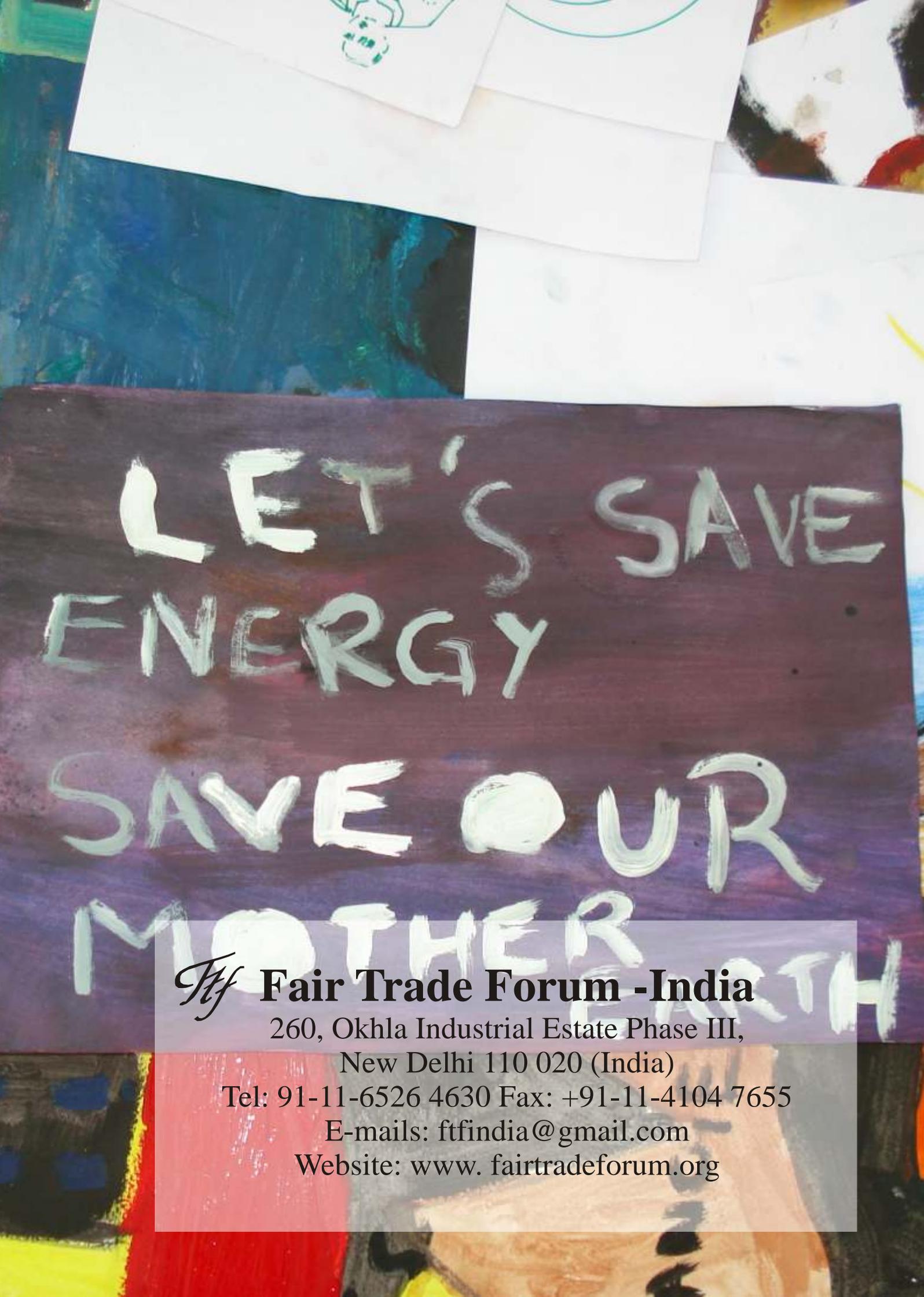
**Gender Equity**

**Working conditions**

**Child Labour**

**The environment**

**Trade Relations**

The image features a collage of papers and a dark background with white text. At the top, there are several white papers, some with faint drawings or text. Below them, a dark purple and blue background contains the text "LET'S SAVE ENERGY" and "SAVE OUR MOTHER EARTH" written in white, thick, brush-stroke letters. A semi-transparent white box is overlaid on the bottom right of the image, containing contact information for the Fair Trade Forum - India.

LET'S SAVE  
ENERGY

SAVE OUR  
MOTHER EARTH

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