



Fair Trade Fortnight 2012



Participants of the T-Shirt painting competition on Child Labour with their designs

'Fair Trade Fortnight 2012' the nationwide celebration to promote Fair Trade was organised from 20th November to 4th December 2012. The celebrations were supported by the European Commission under the ProSustain project. The FAIR TRADE INDIA shops organized Fair Trade promotional programs, special displays, small fairs and coffee meets to interact with consumers.

At New Delhi, students from informal learning centres run by Fair Trade groups, along with children from regular schools participated in the Fair Trade Fortnight celebrations organised by FTF-I at Akshara Theatre, Baba Kharak Singh Marg on 6th December 2012. The internationally renowned 'Ability Unlimited Foundation', a cultural group of differently abled artists

presented dances and cultural show marking a grand end to the celebrations. T-Shirt painting, drawing, 'recycle-reuse-reinvent' and Big Bite competitions for students were also organised as part of the celebrations. Shri Veer Singh Dingan, Member of Legislative Assembly Delhi, was the Chief Guest. Dr. Manimala, Director, Gandhi Smriti and Darshan Samiti

was the Guest of Honour. Ms. Moon Sharma, President, FTF-I and Ms. Padmini Sharma, Executive Director spoke during the occasion. The winners of 'RE FASHION', the sustainable fashion design contest organised by FTF-I and Pearl Academy of Fashion, were given prizes in the concluding ceremony of the program.



Left: Competitions for students organised at New Delhi. Right: Product display cum sale organised at Bolpur

Fair Trade Fortnight 2012



Odissi dance recital by Indrani – a young dancer working with CRC



CRC Exports celebrated Fair Trade Fortnight with all its Eastern Zone's producer partners at its office at Ballygunje, Kolkata On 5th December 2012, . Ms Sudeshna Mitra Woodhatch, Secretary, Fair Trade Forum - India was the chief guest in the program. Ms Mitali Mookherjee from Calcutta Rescue was also present. Members of 12 producer groups took part in the program and shared their ideas, challenges and their needs to make Fair Trade a viable mode of alternative trade in West Bengal .The program began with paying homage to the departed soul of late M.Walia, former Executive Director of CRC. .Discussions, quiz and cultural programs were organised as part of the celebrations.



MORALFIBRE celebrated Fair Trade Fortnight



Fair Trade Fortnight was celebrated at **Purkal Stree Shakti** shop from the 24th to 4th of Dec 2012. Special discounts and gifts were offered to consumers during the fortnight. More than 60 people visited the shop during this period and the sales exceeded Rs.75,000. An essay competition on the topic 'Recycling and Sustainability' was organised in the PYDS School. A debate competition among the various women's self-help groups was also organised on how Fair Trade and the FAIR TRADE INDIA brand is helping the producers. Prizes were distributed to the winners of the competitions.



Celebrations at Purkal; prize distribution by founders of PSSS, Chinni Swamy and Mr. Swamy

Fair Trade Fortnight 2012



Seva organised Fair Trade Fortnight celebrations at Manab Jamin project in Bolpur, Birbhum and Vikas Kerda, north 24 Parganas on 4th December 2012 with display and sale of products.

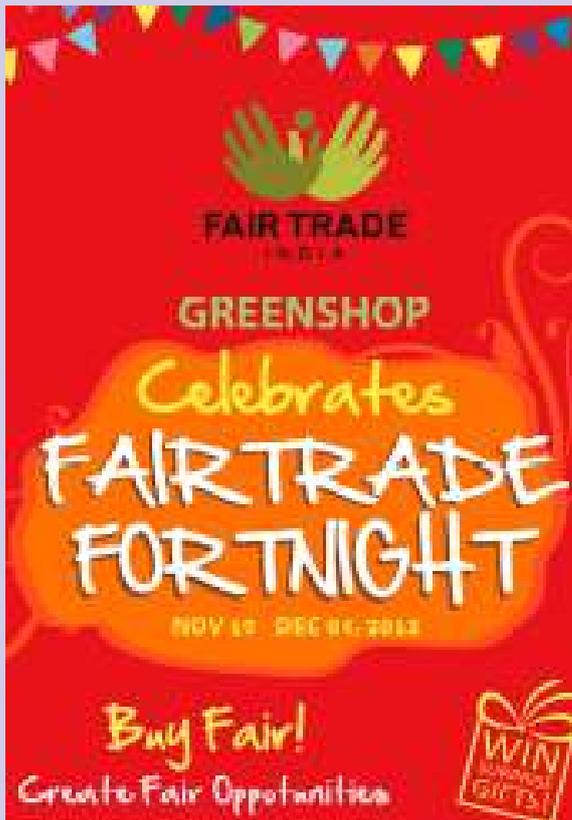


As part of Fair Trade Fortnight, the **Calcutta Rescue's** Handicraft team along with some of our formal and non formal students, Santhal and bahurupi artists visited Raj Bhavan, Kolkata on 23rd November 2012. A presentation of the crafts and folk arts of West Bengal featuring kantha, pottery, terracota, dokra, basketry, sholapith, carving, silver filigree, potachitra, and bamboo artistry was also organised.



Sadhna FAIR TRADE INDIA shop organised a special display and sale of Fair Trade Products. A get together of consumers and media was also organised in the shop. Fair Trade posters and banners were also displayed near the famous Fateh Sagar lake, Udaipur.

Fair Trade Fortnight 2012



The Fair Trade Fortnight celebrations were organised at the three 'Green shops'- at Ooty, Kothagiri and Coonoor. Information about Fair Trade was shared with consumers in the shops through posters and leaflets. From 24th November to 5th December customers were offered delicious Fair Trade and Organic coffee and tea with honey and jaggery. Surprise gifts were also distributed to consumers. A permanent signboard, which carries information about Fair Trade was displayed in Coonoor and Kotagiri shops.

MESH organised a Fair Trade awareness program on 1st December 2012. Moon Sharma, President of FTF-I was the Chief Guest. A music program was also organised as part of program.



Flute recital by Mamun, FK Fellow in the celebrations at Mesh



The Fair Trade Fortnight celebration was organized by **IMEX** on 05 December, 2012



World Fair Trade Fortnight Celebrations were organized by **Tara Projects** in Bawana, Tajpur Pahadi, Badarpur and in Pataudi. The main programme was organized at Tajpur Pahadi, on 29th November 2012. On this occasion several awareness meetings were organized for the producers, SHG members and the other community members at large. A drawing competition was also organized for the children on the theme, 'Importance of education and ill effects of Child Labour'.

Fair Trade procession organised by Tara

Fair Trade Awareness Programs

EMPI Business School

A session on Fair Trade was organised at EMPI Business School on 15th December 2013. Seventy students were present there. The programme began with a welcome address by Prof. Shivkumar, member of faculty, EMPI.

The session started with an introduction to Fair Trade by Mr.O.P.Yadav, Director-Programs, FTF-I. He explained also about the cotton supply chain project of FTF-I. Ms.Sayantani Das Sahoo, Program Manager, FTF-I initiated an interactive session with the students on 'Fair Trade and Sustainable Consumption'. She also shared in detail about Fair Trade movement in India and all over the globe. She explained the details from consumer's perspective as well as from producer's perspective. A clipping about Conserve, a Fair Trade organisation was screened initially to make



them understand how Fair Trade benefits producers in practice. Ms.Salma, FK Fellow from Nepal and Ms.Anita, intern from Germany also participated in the interaction.

Fair Trade Awareness Programs in Lucknow

Three Fair Trade awareness programs were organised in Lucknow in the month of November 2012. Sixty students participated in the Fair Trade awareness programme



organized in Baba Bhimrao Ambedkar University in the forenoon of 20th November. Sixty students participated in the meeting. In the afternoon, another Fair Trade awareness session was organized at Lucknow University. Students, professors, and faculty members of social work, commerce and various science streams participated in the programme. Mr. Ashish Chakraborty, associate member of FTF-I and Ms. Sayantani Das Sahoo, Programme Manager, FTF-I shared about Fair Trade in the program.

On 21st Nov, an awareness session on Fair Trade was held at the Institute of Management Studies (IMS) Lucknow. Eighty students took part in the session. The students were very enthusiastic to understand the concept of Fair Trade.

Salwan Public School

FTF-I participated in the 'Green Carnival', an initiative taken by Salwan Public School and TERI to promote green products and green concept among students as well as at the community level. A quiz Competition and interactive session was organised on the topic of Fair Trade and Sustainable Consumption by FTF-I.

Members of FTF-I participated in the Fair of green products as part of the carnival. Six Delhi based member organizations from FTF-I participated in the Fair. A catering competition and fashion show with natural and sustainable products were also organised as part of the carnival. Large number of people interested in green consumption turned up for the Fair. Representatives of FTF-I interacted with consumers, students, teachers and representatives of government departments.



A Fair Trade Quiz session in progress

Fair Trade Fair 2012



The **Social Development Fair** was organised from 12th to 16th December 2012 at Ice Skating Rink, Kolkata. Eighteen members of FTF-I participated in the Fair. The products exhibited in the Fair included garments, natural fibre products, quilts, tribal products, jewellery, incense, kalamkari, leather, bags, wooden toys, candle and paper mache. The total sale of the Fair crossed Rs. 10,000,00/-.

The participants of Social Development Fair 2013 are as follows:-

Sadhna, ESAF, Purkal Stree Sakti, Agroweaves Weaving, Calcutta Rescue, JKSMS, Shanthimalai Handicrafts, Literacy India, CSWS-India, SIPA, Industry Crafts, Fair Deal Crafts, Sahaj, Sabala, Orupa, Shilpa, TRIFED, Mesh, Silence, Unnayan Sanshtan, The Ants and Aparajita Trust.



Top left: Customers in the JKSMS stall at the Fair Trade Fair. Top right: An artisan explaining about his craft. Left below: A young consumer. Bottom: MESH stall

Asia Fair Trade Conference



Inaugural ceremony of National Convention 2012



Address by Stan Thekkekara

Nelly Rodrigues, President, District Panchayat, South Goa inaugurated the Asia Conference on Building Consumer Confidence at Bogamallo Beach Resort, Goa on 9th October 2012. Rudi Dalvai, President, WFTO (World Fair Trade Organisation), Ravi Jayawardena, President, WFTO Asia and Jabeen Jambughodawala, President Fair Trade Forum – India spoke on the occasion.



Rudi Dalvai, President of WFTO



Delegates from Indonesia

Rodrigues in her inaugural address commended the efforts being taken up by Fair Trade movement globally as well as in India to extend sustainable livelihood options for the marginalised artisans and farmers. She urged the Fair Trade fraternity to explore taking up regular Fair Trade initiatives in Goa to support deserving producers as well as introducing local products to consumers and especially the visitors coming in to Goastate.



Folk dances by artists from Goa



Delegates from Nepal

Rudi Dalvai, in his address suggested that the fair trade fraternity always tries to retrospect itself at all levels "to ensure that the prime goal of Fair Trade of handholding the grassroots level producers is happening".



Delegates from India

Asia Fair Trade Conference contd...



Session on Fair Trade and Ethical Finance

S.C.Mittal, Secretary, FTF-I expressed vote of thanks. About 250 participants hailing from different Asian countries (including CEOs, activists from Fair Trade organisations), Board members of WFTO & WFTO Asia, media persons and Fair Trade producers (artisans & farmers) participated in the conference.



Hands up for FAIR TRADE INDIA

Main Sessions

On 10th October 2012, the main sessions, began with the keynote address by Stan Thekaekara, founder of ACCORD & Just Change as well as former Board member of Oxfam UK on "An Alternative Economic Model". In his speech Stan urged to strive for efforts to bring systemic changes in the economy and trade structures towards bringing lasting positive impacts in the lives of the marginalised.



Session on Sustainable Consumption



Ram and Maveen from Traidcraft

The plenary sessions 'Linking Sustainable Consumption & Production', 'Greening the Retail Chain' followed in which representatives from delegation of European Commission in India, HIVOS, Exim Bank, FTF-I, FTG Nepal, CCIC (Government of India), Korea Fair Trade Organisations as well as several experts in Fair Trade, Marketing and designers participated.



Ms. Alka Arora, MD, CCIC speakin



Sarojini Kaul from EU Delegation in India

Ramona Ramos, Director, WFTO Asia presented a framework for 'Shopping with a Conscience', which was followed by break out session in which Bangladesh Korea, Indonesia, Srilanka, Nepal and Pakistan as well four Indian regions came out with suggestions for consideration for future actions. Padmini Sharma, Executive Director, FTF-I was the facilitator for the entire sessions organised on 10th and 11th October. P.Sridharan Nair,



Dr. Kamal Taori IAS (Retd) & Irmal Marla delivering Prof. Shyam S. Sharma memorial Lecture



A group session

Asia Fair Trade Conference contd...



Rudi Dalvai and Dr. K.Panchaksharam in the AGM of WFTO



A view of product display

Conference Secretary expressed vote of thanks for the presenters and facilitators.

In the evening session of 10th October Dr. Kamal Taori, IAS (retd), noted author and founder Rural Business Hub Foundation India and Irmel Marla, Chairperson: International Institute for Holistic Research and Voluntary Action (India-Germany) jointly delivered Prof. Shyam S. Sharma Memorial lecture on 'Corruption: A Road Block to Development'.

Special workshops on 'FAIR TRADE INDIA brand' and on "prospective Cotton Supply Chain' were also organised on 10th and 12th October, respectively.



Ramona Ramos, ED, WFTO Asia speaking in the AGM of WFTO Asia

Annual General Meetings (AGMs) On 11th October the AGM of FTF-I, 'WFTO Global discussion with Asia Members' and AGM of WFTO Asia were organised. On 12th October the AGM of WFTO was organised. New Office bearers of Fair Trade Forum – India and WFTO Asia were also elected in their respective AGMs.



A view of product display



A delegate from Pakistan



AGM of FTF-I

Fair Trade Awareness Programs contd...

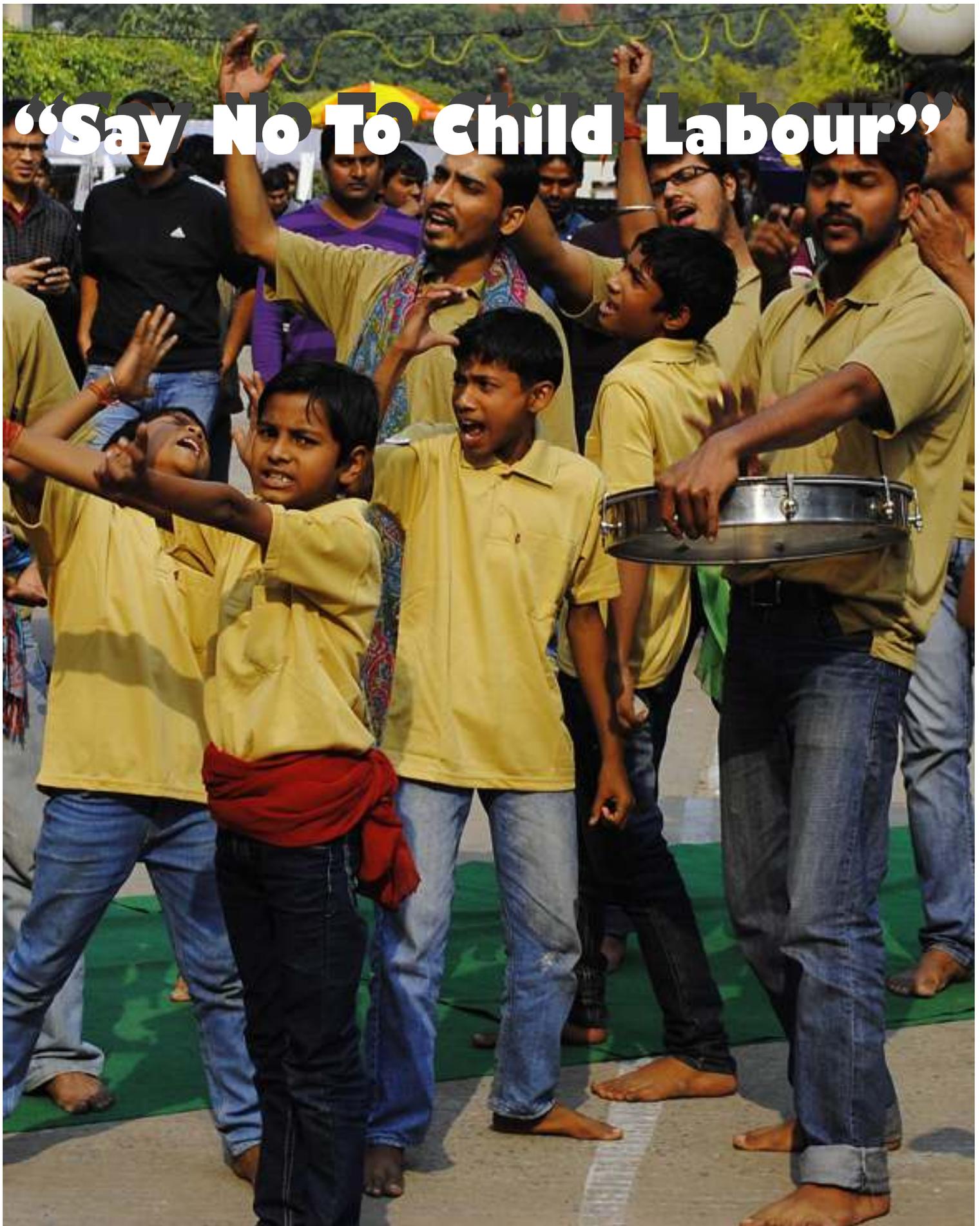
IIPM: (Delhi, Kolkata, Mumbai) CAMPUS PROGRAMME
FTF-I partnered with Indian Institute of Planning and Management (IIPM) to organise AMAZE 2012, the festival in three IIPM campuses - Delhi, Mumbai and Kolkata. The festival in each of the three campuses included a three day program in which a series of seminars, competitions and cultural events were organised. FTF-I representatives shared the concept of Fair Trade and sustainable consumption with the students during the fair. FTF-I members participated in the display and sale of products organised during the Fair.

In IP convent school and IP Modern School
In IP convent school FTF-I organized a 'Fair Trade talk' with students on 19th December. Fifty students took part in the session. On the same day, another awareness programme was organised at IP Modern School. Around 75 students



A street play competition organised at IIPM

were present to attend the session on Fair Trade. The students were explained about Fair Trade and Sustainable Consumption.



Street Play Organised by FTF-I is association with Jazzba Theatre Group