

# FTF-I Communique



July 2011

Newsletter of Fair Trade Forum - India

## Summit On Sustainable Consumption



**Mr. S.C.Mittal. Secretary, FTF-I and Ms. Jaya Jaitley in the inaugural Session**

A summit on Sustainable Consumption and Social Responsibility was organized by Fair Trade Forum India on 23<sup>rd</sup> June at India International Centre. The aim was to create alliances between FTF-I and other organisations, which are working to promote Fair Trade and sustainable consumption in India. The summit was organised with the support of HIVOS.

CSR Heads, CEO's of the member organizations, development experts, government officials, representatives from European Union and young entrepreneurs actively participated in the Summit. Mrs. Jaya Jaitley, Founder of Dastkari Haat Samiti was the chief guest in the inaugural session. Mr. S.C.Mittal, Secretary, FTF-I chaired the inaugural

session. Mr. Iytha Mallikarjuna, Executive Director, FTF-I presented the context of the summit in the inaugural session.

During her address Ms. Jaya Jaitley suggested that Fair Trade shall be equally fair to producers and consumers. Being fair to consumers and environment is important to realize sustainable consumption. Finding market in India as well as usage of locally available raw materials needs to be promoted. Above all we should work for a new moral and political philosophy in order to bring in policies, which supports sustainable consumption and production.

Mr. A.K.Handoo, Director-north (retd.), O/o DC Handicrafts, Mr. Prabhjot Sodhi, CEE, Dr. Poonam Pandey, GIZ, Mr. Jatinder

Singh, PHD Chamber of Commerce, Ms. Kritika Singh, AIACA and Ms. Jyotsna Bhatnagar, Monsanto participated in the stakeholders' sharing session.

Mr.Parul Soni, Executive Director and Practice leader, Development Advisory Services at Ernst & Young chaired the session. During his address he opined that there is a need for the industry, government, civil society, academia, artisans to work together towards sustainable development and to promote sustainable production and consumption. Mr. Handoo suggested that introducing an information bank for artisans is necessary as majority of the



**Sarojini Kaul, EU Delegation in India**

artisans are still not under the coverage of any government schemes nor aware about the schemes meant for them. While referring ways to ensure better accountability, he suggested involving local panchayat and district bodies  
(PI see page 6...)



**Left to Right: Ms. Jacky Bonney, Mr. A.K.Handoo, Mr. Probhojit Sodhi, Ms. Anita Ahuja and A view of participants**

Kindly send reports, images and comments to - Email: [ftfindia@gmail.com](mailto:ftfindia@gmail.com)

# Members' File

## Noah's Ark Organises Health Camps



Eye camp organised by Noah's Ark

Noah's Ark, Moradabad organized three health camps by inviting specialist doctors and paramedics during April, June and July 2011. Artisans, their family members, staff and inhabitants of various artisan communities got benefitted from the camps.

The first camp, a two-day General Health Camp was organized on 15<sup>th</sup> April 2011. Seventy five patients took part in the camp led by Dr. Nitin Batra, MD. The participants were also given tips about balanced meals, hygiene as and healthy life styles.

The second one, an Eye check up camp was organized on 16<sup>th</sup> May 2011. Seventy five artisans and workers were tested to find out eye defects in the camp. Personal files of the artisans were also made in the camp.

The third one, a dental camp was organized on 20<sup>th</sup> June 2011. Ninety people including artisans and staff and their family members were examined in the camp by a team of seven doctors from Teerthanker Mahaveer Dental College and Research Centre, Moradabad.

## Sasha Shop Exhibits Crafts from Kenya



The Kenya Culture, an exhibition of crafts from Kenya was organised at Sasha Shop. The exhibition was inaugurated by Ms. Tanushree Shankar



## FTF Upcoming Programs

National Convention, 12<sup>th</sup> to 14<sup>th</sup> September 2011, New Delhi

Fair Trade Fortnight Celebrations 8<sup>th</sup> to 23<sup>rd</sup> October 2011, New Delhi, Mumbai and various places

Fair Trade Cotton : Producers' Trainings On Organic Farming - In Progress

## ESAF Meeting on Fair Trade Day



Mr. Joji Koshy Vargheese ESAF SPCL's COO interacting with artisans

# Workshop on Fair Wages



**Connie Valkhoff of FTO, The Netherlands**

Fair Trade Forum India organized a workshop on Fair Wages in partnership Fair Trade Original (FTO), the Netherlands on 15th 16th April at New Delhi. Representatives of several Fair Trade organizations and FTO's trading partners from India, Bangladesh and Nepal participated in the workshop. The workshop helped the participants to explain, discuss, and develop the scope of adopting a fair wage policy for implementation at producer level. Several challenges related to fair wage



**K. Panchaksharam  
Founder President, FTF-I**

such as 'how to calculate', 'collection of reliable data', 'the present wage structure, 'effect of fair wages on the organisation, prices, products and production processes' and 'strategies and plans towards implementation of fair wages' were discussed in the workshop. Mr. Mallikarjuna, Executive Director, FTF-I in his presentation told that Fair Trade is beyond fair wages. Other benefits can be seen as part of the wage. The continuity of employment is an example. However, in a survey conducted by FTF-I, fair wages was prioritised by 68% of the consumers as the reason to look for Fair Trade products. There are organisations, which are adhering to many Fair Trade

principles but are not being able to provide fair wages, because the way fair wage is being conceptualised in the western countries is not fair in the context of developing countries of the East. In a developing country, employment is the most critical consideration and hence employment must take precedence over wages. Secondly, next to employment, it is the quality of life of the artisans/producers which is important and for this, besides wages, the provision for social security is extremely critical. Given the fact that, almost the entire craft sector in India falls in the informal sector which is unorganised, dispersed and characterized by irregular employment, casual employment, lack of social security and poor quality of life, the role and responsibilities of Fair Trade Organisations in India go beyond Fair wages. So FTF- I in its presentation reiterated that the overarching goal for Fair Trade producers should be ensuring regular employment and income to workers.

Connie Valkhoff presented Fair Trade

Original's perspective about 'Living Wages'. FTO's point of view is that fair wage can only be equal to a living wage. A living wage is what a person needs for a decent living, which include food, housing, clothing, health care, education and savings. At present SA 8000 international formula is used to calculate the living wage. Connie in her presentation opined that that seeing the reality of wages paid at the moment, it will not always be easy to start paying living wages immediately. So it is important to make an inventory of 'where we are' and then make a strategy on 'how to get there.'

Ananya Battacharya from Asian Floor



**Martin Boon,  
FTO, The Netherlands**

Wage (AFW) explained the history and background of the campaign for Asia Floor wage. She opined that the wage debate always got stuck with arguments on the economic feasibility of higher wages. She said that Asia floor wage concept is based on 'Decent work' towards ensuring of which we have set a floor wage, but not a ceiling. Main focus of AFW, from the beginning was on

**(PI see page 4...)**



**Wangchuk, FTCI, Mallikarjuna, Executive Director, FTF-I and others**

# 1000 Fair Trade Towns....



recognised as a Fair Trade Towns.

A Fair Trade Town is any community in which people and organisations use their everyday choices to increase sales of Fair Trade products and bring about positive change for farmers and workers in developing countries. A Fair Trade Town builds on what consumers as individuals can do by bringing people together to send a collective message.

The number of Fair Trade towns in the world has crossed 1000 on 4<sup>th</sup> June 2011, when 12 cities across the world were conferred the Fair Trade Town status. The Fair Trade Town movement, perhaps the biggest Fair Trade campaign in the world has traveled a lot since the declaration of Garstang in UK as the first Fair Trade Town in April 2000. At present the list of FT towns includes major cities such as London, Paris, Rome, Madrid, Brussels, Copenhagen, Oslo, Chicago, San Francisco, Boston, Vancouver and Wellington in New Zealand. Kumamoto in Japan is the first Fair Trade Town in Asia. The city got the status on 4<sup>th</sup> June 2011.

Communities across the world are working to promote Fair Trade in their area, in order to enable more farmers and workers of developing countries to get a better deal. In the process many communities are meeting goals to get

Becoming a Fair Trade Town is a shared achievement and an opportunity for local government, schools, businesses, community organisations and activists to work together. Through doing so, each individual action adds up to make even more of a difference to farmers in developing countries.

(References: [www.wfto-europe.org](http://www.wfto-europe.org), [www.fairtradetowns.org](http://www.fairtradetowns.org))



**London:  
The Biggest  
Fair Trade Town**

**London is the biggest city in the world to get the Fair Trade City status. The city obtained the status in 2008. At present more than 1,000 retailers and 600 catering outlets, which includes the Houses of Parliament, sell items carrying the Fairtrade mark. London is the 400th town or city in the UK to be awarded Fairtrade status.  
(Courtesy: BBC)**

## Fair Wage Workshop...from Page 3



**Participants of Fair Wage Workshop**

garment producing countries such as India and Bangladesh. Roughly, the floor wage set by AFW for most Asian countries is about the double of the present minimum wage of the

respective countries.

Mr. Yograj Yadav from SGS explained about how living wages are calculated with the SA 8000 formula through some examples. Kumar Gautam, independent

consultant explained the history of minimum-fair-living wages in India. During the group work followed by the presentations, participants shared that the demand of the partners are varied.

While FTO suggests paying of living wages, other partners are suggesting minimum wages only. It was also mentioned that in craft sector, the wages depend highly on the skills artisans, which also varies. And in case of home workers, the income is purely seen as only an additional income, especially when women work at home in between household activities. Majority of the participants stressed up on the importance of continuity of work.

During the last session all participants were asked to draw a plan to implement fair wages in organization.

## Guest of the Month

Mr. Vijender (Sam) Singh  
Founder, Pardada, Pardadi  
Educational Society



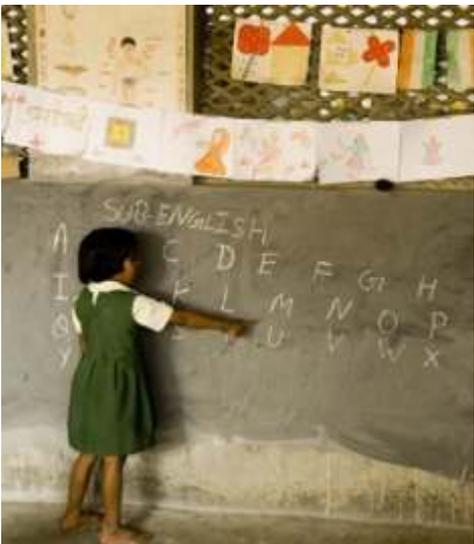
**Vijender (Sam) Singh is the founder of Pardada, Pardadi Educational Society, an organization that started in the year 2000 which provides free education and vocational training to girls from the poorest sections of society. The organization is based in Anupshahar, Uttar Pradesh.**

**Q: Mr. Sam Singh, what did you want to become when you were 15?**

The only thing I wanted to do is to play field hockey and play for India's team! I was not a very good student... The only reason I continued studying is that I was good enough to play for the university.

**Q: So, what is your educational background?**

Punjab University gave me admission in engineering, because of my talent for



## Education, Empowerment And Employment for Rural Indian Girls...

sports, and I worked as an engineer for DuPont from 1965 until 2000.

**Q: Why did you found Pardada, Padardi?**

When you live outside your country, you become much more conscious of who you are. When you are walking in the streets of Washington D.C. or New York for example, you get the respect, or lack of it, depending on how the country where you were born is perceived. Unfortunately, India is not considered to be a place of choice. So I started wondering why Indians who leave their country, whether they are engineers, taxi drivers or doctors, don't go back to do something to change this image...

I wanted my grandkids to feel that their grandfather tried to solve these issues. My commitment was that the day my younger daughter would get a job, I would go back to India and do something. She got her job in December 1999, and in March 2000, I was here, and started the project in April 2000.



I had only one dollar in my pocket and I had to decide where I would get the maximum benefit out of it. I really believe that educating a future mother will have a far greater impact on society than educating a boy. I also knew that the girl-child is not being treated properly, and in fact is being treated badly. So I decided to have exclusively girls at school in order to get the maximum benefit out of my dollar.

**Q: What motivates you in your daily work?**

What motivates me is the fact that I started working with only 45 girls, and now I have more than 1,000 back then, achieving this figure looked like climbing the mount Everest... And when I will reach 5,000, I know that I will start thinking about 10,000. So what motivates me is this opportunity to make a difference in so many people's life, every day. At my age, when I have done



what I wanted to do in life, there is nothing better to do than to make a difference in somebody else's life. At the end of the day, you can see the actual change you made. You can go to sleep and say "I made a difference today".

**Q: Where do you picture Pardada, Pardadi in 5 years from now?**

The ultimate purpose of Pardada, Pardadi is to transform the quality of life in rural India. In five years from now, we will have several thousand graduates who will have the jobs, whose quality of life will be clearly transformed, and who will be examples for millions of other girls to think: "If Usha can do it, why can't I do it?". In five years from now, Pardada, Pardadi will have so many success stories that it will be far easier to sell our 'concept of education'. We will be able to go to any part of India or the world and say: this model can be applied.

The lack of quality in rural life is not a social challenge. In my head, it is a business challenge. No nation will solve this, only business approach can do it. For more information on Pardada, Pardadi, visit the organization's website at: [www.education4change.org](http://www.education4change.org)

The products made by the girls are available for sale at: [www.fromvillagetoworld.com](http://www.fromvillagetoworld.com)

*(Interviewed by Joshique de Lorenzo)*

# ProSustain : Switch Asia Network Meet

The first regional meeting of Switch Asia Network for the year 2011 was organised at Colombo, Sri Lanka from 8<sup>th</sup> to 9<sup>th</sup> June 2011. Sixty nine participants including representatives from 10 Switch Asia projects, representatives from EU delegation offices in Sri Lanka and India, Switch Asia policy support unit and Switch Asia Network facility took part in the meet.

Mr. Anura Priyadharshana Yappa, Minister for Environment and Natural Resources, Government of Sri Lanka and Ms. Padmini Batuwitige, Joint Secretary, Ministry of Environment participated in the concluding ceremony of the meet. Officials from various

Director - Communications, FTF-I, Ms. Sayantani Das, Program Manager, FTF-I and Mr. Jaishankar Talreja, Shop for Change represented ProSustain project in the meet. The event started with a welcome dinner on 7<sup>th</sup> June 2011.

Mr. T. Muralidharan shared the experiences of ProSustain project



ProSustain project team with the Runners Up Prize for the best project presentation



Mr. Anura Priyadharshana Yappa, Minister for Environment inaugurating the closing ceremony

ministries, representatives from banks, development organisations and Consumer International also participated in the meet.

Mr. T. Muralidharan Hivos, Jayakumar,

addressed the participants in various sessions include Mr. Willy Vanderberghe, Head of operations, EU delegation to Sri Lanka and the Maldives, Mr. Christian Tetzl, Programme Manager, Switch-

with the participants. The presentation about ProSustain was voted by the participants as the runners up in the contest for the best presentation.

On 8<sup>th</sup> June, the sessions started with a brief informal welcome address by Mr. Frans Verspeek of EU, Brussels. Those who

Asia, EuropeAid Development and Cooperation, Mr. Stefanos Fotiou, Team Leader, Switch-Asia Policy support, United Nations Environment Programme and Ms. Burcu Tunker, Project Manager, CSCP Switch Asia NF. In addition to the presentations by representatives of 10 projects, special sessions on Access to Finance and SCP policy was also organized as part of the meet.

Ms. Burcu Tunker, Project Manager, CSCP Switch Asia NF visited FTF-I on 14<sup>th</sup> June 2011. During the visit she interacted with the representatives of some of the Fair Trade organizations, towards understanding the SCP (Sustainable Production and Consumption) practices, being followed by Indian Fair Trade organisations. FTF-I team presented a detailed update of the ProSustain project.

## Summit on ...From Page 1

during implementation government schemes.

Mr.S.S.Maiti, Senior Manager, TRIFED, Liz Cooper, Green the Gap, Mr.Bhagwat, Dastkari Haat Samiti, Ms.Sharon Ahmed, GIZ, Jackie Bonny, Founder, MESH and Anita Ahuja, Founder, Conserve participated in various sharing sessions. The summit concluded with a networking discussion where various young entrepreneurs and service providers interacted with the representatives of the FTF-I member organizations for possible future collaborations and exchange programmes



Ms. Burcu Tunker (2nd from left), Project Manager, CSCP Switch Asia NF with FTF-I members and staff team on her visit to FTF-I

# I Support Fair Trade Campaign



Mr. L.V.Saptarishi IAS (retd) and Ms. Mousmeen jointly inaugurating the Campaign

organized by Fair Trade Forum India in New Delhi on 11<sup>th</sup> March 2011. Mr. S.C.Mittal, Secretary of FTF- I, Iytha Mallikarjuna, Executive Director, representatives from various fair trade organizations, FTF-I's National secretariat team and artisans working with SEWA-Ahmedabad were also present during the occasion. Later, Jannet and Ramsey Lewis joined the 'I Support Fair Trade' campaign organized in Pushpanjali, Agra and Sasha, Kolkata as well. At Sasha Shop, Usha Uthup, famous Indi-pop singer also joined Jannet and Ramsey Lewis in the campaign.

'I Support Fair Trade' campaign is being organised by Fair Trade Forum - India towards making people and organisations from the different walks of life, aware about Fair Trade and Sustainable Consumption. The campaign was formally launched jointly by Mousmeen an artisan and Mr. L.V.Saptarishi IAS (retd) during the seminar on 'Women in Media' jointly organised by FTF-I and Department of Mass Communication, Manavrachna International University at the university

campus in Faridabad. Ms. Mallamma Yalawar, CEO, Sabala, Ms. Leela Vijayavergia, CEO, Sadhna, Ms. Renuka, CEO, Pardada Pardadi development Society participated in the seminar. The prominent personalities who signed the campaign on the day include Prof. Arun Kumar, Eminent Sociologist, several media personalities, academicians and students. Jannet Lewis, famous designer and Ramsey Lewis, legendary Jazz musician joined the "I Support Fair Trade" campaign



Prof. Anand Kumar

## New Members

### IIRD

Institute for Integrated Rural Development (IIRD) is a premier development organization of Marathwada region in Maharashtra. IIRD was formed in 1987. The vision of IIRD is to work towards building a society which is socially just and environmentally sound. The area of activities of the organization includes sustainable organic agriculture, vocational training, community building, health, women empowerment, rural housing and support for the aged. The organization runs a weekly organic bazaar in Aurangabad. The organization also runs 'Organic Link,' a shop which sells organic food products. The products available in the bazaar and shop include cereals, pulses, flours, spices, honey, jaggery, papads, pickle, masalas, dairy products, tea, coffee, herbal products and organic inputs. For more information, please log on to [www.iird.org.in](http://www.iird.org.in)



### Umang

Mahila Umang Samiti was formed in 2001 by Pan Himalayan Grassroots to promote and sustain a growing network of hill women from rural Kumaon, Uttarakhand. Now under Umang more than 2500 women in rural Kumaon are engaged in improving the quality of life for their families through the production and sales of hand knitted woollens, fruit preserves, pickles, natural honey, beeswax candles and natural spices. All products are marketed under the

brand name 'Kumaoni' and 'Himkhadya.' The producers enjoy ownership of Umang's assets and all producers

are equal shareholders of the business. Umang distributes an annual bonus to all members proportionate to their individual contribution to the business. The group markets the products through its own shops besides supplying to clients like Fab India, Himjoli etc. The organization is situated in Ranikhet. Umang's own store is situated at Naini, seven kilometers away from the town of Ranikhet. The products are available at many outlets in all major towns in Uttarakhand.

For more information please log on to: <http://www.grassrootsindia.com>



### Kumaon Grameen Udyog

Kumaon Grameen Uduog (KGU) was set up by Chirag (Central Himalayan Rural Action Group) in 1997. Kumaon Grameen Udyog's vision is to create an efficient enterprise based on the principles of equality and collective action that will provide sustainable livelihood opportunities to artisans and small farmers in rural Kumaon, provide consumers with quality products at a reasonable price and reinvest its surplus in the health and education of rural families. The key challenges that KGU has faced are getting access to domestic market and generating interest of buyers from other countries. The organization promotes 'Kilmora' a brand under which products such as hand woven and hand knitted textiles, apricot skin care



products, organically grown culinary herbs, cereals and spices are marketed. The organization runs retail outlets in Sitla Village and Sargakhet in the Nainital district in Uttarakhand. The products are available in other stores as well in various towns in Uttarakhand. For more details, please log on to [www.kilmora.in](http://www.kilmora.in).



Fair Trade IEC material being presented to Mr. Jayram Ramesh, then Minister of State for Environment & Forests, Government of India

## Green Haat

1st - 5th June 2011

FTF-I facilitated participation of CSWS, ESAF, Orupa and Sahaj in Green Haat, an exhibition of non-timber forest produce in partnership with CEE (Centre for Environment Education) and Access Development Services. All four organizations exhibited products made of natural fibers in the exhibition. Mr. Jayram Ramesh the then Minister of State for Environment and Forests visited the stalls of FTF-I members and interacted with the stall managers. FTF-I also promoted the 'Fair Trade India' shops brand during the exhibition which witnessed high foot fall.

The exhibition was organized by Union Ministry of Environment and Forests as part of the World Environment Day celebrations. Besides large number of general public, students, government officials and representatives of development organizations have taken part in the exhibition.



**WORD ENVIRONMENT DAY**  
NATURE : FORESTS AT YOUR SERVICE

