

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.

Following are the activities which took place in this month:

A total of thirteen parent- teacher meeting (PTM) were organized in the learning centers and 409 parents participated in these meetings. These meeting were held in Jafrabad, Selampur, Sangam Vihar, Daryaganj, Bhatti, Nebsarai, Bahadurgarh, Moradabad and Firozabad learning centers.

Two teachers training were organized in Literacy India – Neb Sarai and Bhatti 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.

Seventeen Youth group meetings were held in Jafrabad, Selampur, Sangam Vihar,

Daryaganj, Bhatti, Nebsarai, Bahadurgarh in Delhi and in Moradabad and Ferozabad Centers. Eight new youth groups were also formed during this month and regular meetings are planned from next month for the youth groups.

Twenty four trainings were held on public provisioning in Jafrabad, Selampur, Nangloi, Sangam Vihar, Daryaganj, Bhatti, Nebsarai, Bahadurgarh in Delhi and in Moradabad and Ferozabad. The topic was to give information to community members on the process and documents required for availing various Government Schemes which included Ration Card, Aadhar Card, RSBY Card, and Scholarship for school going girls, Cycles for Labours.

109 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.

Four Multi stakeholders meeting (local level) were organized in Meena Gali, Shivgali in Mooradabad and Daryaganj in New Delhi. 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, interactions with supply chain actors for discussion on wages and social security.

Ten Vocational training were organized in Jafrabad, Selampur, Sangam Vihar, Daryaganj, Bhatti, Nebsarai, Bahadurgarh, Moradabad and Firozabad Centers. The vocational trainings were on computer education, making of Jute Bags, and on personality development. A total of 188 youths got benefitted from this vocational training program.

The ‘Quarterly Review Meeting’ of the project was held on 17th June 2014 at Tara Projects, New Delhi.

Representatives for the prokect partners attended the meeting. Mr. Anil Thomas, Project Manager presented the project progress report. CEC’s research team presented about their advocacy efforts thus far, and the future plan for taking the advocacy part further in the project. Advocacy and lobby plays a crucial role in the project. Mr. Rajeev Pillai, Finance Director FTF-I presented the financial report of the project, and the discussed on the future allocations in the budget of the project.



Quarterly Review Meeting taking place at New Delhi

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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, ftfindia@fairtradeforum.org

'Fair Trade Shop Manager's Workshop' organised by FTF-I in Bangalore

Fair Trade Forum – India conducted a two day workshop for 'Fair Trade India Brand Shop Managers' from 12th and 13th June at Manipal County Resorts, Singasandra, Bangalore. The training program intended to impart the retail dynamics and understanding about the Fair Trade India brand to the participants.



This workshop was organised for the Fair Trade India brand shop managers/sales & Marketing Executives, who are closely managing the Fair Trade India brand image and marketing of the Fair Trade business. The member organizations planning to open a shop/store or ready to join the Fair Trade brand within the current fiscal year were also welcome. The workshop course outline focused on two major areas: Branding and Retailing. The session on Branding was taken by Mr. Stanley Grace and Ms. Archana from a brand and communications specialist company-Viamedia, based in Coimbatore. Mr Stanley Grace has also designed the brand logo 'Fair Trade India' and has made substantial contribution in its promotion. Given the audience who come from diverse FT environment, the focus of the orientation was on two

kinds of people—One who are from the retail outlet and the others who have no retail outlets but participate in trade fair sort of activities. The session aimed to impart knowledge to the participants on: what is 'Branding'?— introduction to brands, especially the Fair Trade India brand in particular, and the key value proposition of FT-



A participant (Ms. Madhu Detha from Sadhna, Udaipur) being given 'Certificate of Participation' by the facilitator Mr. Vijay Rego

Brand story – illustration with real time cases as to how each brand represent a strong story. Insights to branding , Fair Trade India and the cases of branding of network members - an overview, Customer testimonials and Do's and Don'ts on 'FTF-I and FTI logo usages'. The session on retailing was taken by Mr. Vijay Rego, a Management consultant and Corporate Trainer. He tried to inculcate the intricacies of retail and its detail in day to day store functioning and data analysis. his sessions were interactive, filled with hands-on experiences and cases. He focused on retail areas like-'understanding the target audience' and 'segmenting the audience according to consumer behavior and pocket matching'. The other topics in his session were on understanding the retail store management—product seasonality, cost protection, depreciation accounts and minimum guarantee, margins and profits, location and size of shop, ambience etc. His sessions also included interesting group activities for the participants. One was on developing a brand logo design with slogan and description for a retail store of Indian products for German market. Another group activity was on developing a successful business plan, keeping in mind margins, profits, depreciation and a successful retail store operation plan Overall, the workshop proved to be fruitful and of practical usage for the participants.

Visits at FTF-I...

IM-Soir-FTPDD, Sweden and MESH, Delhi visited FTF-I on 17th May 2014, and had a meeting with the FTF-I team. The main focus of the meeting was to explore opportunities for FTF-I to work with IM-SOIR, Sweden in the future. The meeting was also an inductive session for IM-SOIR PO Development team to revisit Fair Trade, its principles, its benefits to the producers, and to know about FTF-I's work and impact in India. Mr. O P Yadav made a presentation highlighting the activities, membership status and shared details of the work of the different projects and achievements conducted. Ms. Moon Sharma shared the milestones in the work of Fair Trade Forum India with detailed inputs on Fair Trade India



brand, membership process and monitoring. Mr. Janusz Lipinski and Jacky talked about I M Soir activities and their association with IMEX. Janusz explained about IM-SOIR's keen desire to work for Fair Trade in India and about the new PO development department developed solely to organise the POs and form an umbrella body, which will further work on Fair Trade business and producer development.



Mr. Ronny Hermosa from Fair Trade Connection, Belgium visited FTF-I office.



Mr. Tenzin Luding and Mr. K Phurbu from IMEX, Dehradun visited FTF-I office in May.

Mr. Ronny also conducted a one day training on 'Social Media Marketing Skills' on 9th June 2014 at Tara Projects, New Delhi. FTF-I also participated in the training program. The training proved to be beneficial in terms of learning to optimize online visual presence and usage of various softwares.



Handcrafted Jewellery from the Wild, Keystone Foundation, Kotagiri



A training on jewellery making with forest beads and other natural material was held on 26th May 2014 by **Keystone Foundation, Kotagiri**. Ten persons from the four villages of Banagudi Shola, Nedugalcombai, Baviyur and Kattabettu attended the training. Delhi based designer Ms Shainy George from the Grass Jewel line of jewellery was the resource person for the programme. While Archana Sivaramakrishnan, Programme Coordinator, Livelihoods & Environmental Governance focused on crochet jewellery techniques, Ms Shainy spent the day teaching them knots, crochet beading and macramé work for bracelets, earrings and necklaces. The training programme aimed at adding to the livelihoods basket of indigenous communities through production and sale of natural products based jewellery.



Keystone Foundation, Kotagiri celebrated World Environment Day by planting saplings and looking to restore a small patch of land...



At SETU-tree plantation drive

To mark the green occasion, **SETU-a bridge to artisans, Jaipur** organised a tree plantation and environment protection awareness campaign at Kailash puri, Gajsingh pura, Ajmer road Jaipur, Rajasthan. The theme for this year's WED campaign at SETU was "Green and healthy surroundings-Our responsibility"

SETU team met the local people there and made them understand the importance of a healthy and greener environment. They told the importance of water to people and asked them to use it reasonably. The team came out with a solution to water the trees & plants here and suggested to use the waste water for gardening purposes, thus putting the otherwise unusable water to good use and also the beauty of the gardens can be maintained!!

Spreading the green word, SETU team also carried out tree plantation in which the local people too participated with vigor and promised to take care of the planted trees. The kitchen drainage waste water was channelled so that it reaches the plants. Around 150 families were contacted for the event and plantation was done in 75 houses. All trees planted were sponsored by SETU.

Another topic discussed at length in the session was climate change. It was stressed that we should be alert about environment conservation measures and that the best way to make our surroundings pollution free is to plant more and more trees.



Talent Training at Creative Handicrafts, Mumbai

Women from the Self Help groups at Creative Handicrafts, who are engaged in income generation activities, are given training to improve their business efficiency. The areas of expertise included design inputs in garment and fashion accessories. The women also had a time of interaction and discussion with the experts.

Workshops at Sasha, Kolkata

A workshop on Legal, Social & Environmental Compliances for FTOs as per Fair Trade standards was organized by SSA on 24th May 2014 at ESTAA, Kolkata. The aim of the workshop was to help develop an understanding on key issues related to Fair Trade and identifying tools/checklists to fill in the gaps & implement corrective measures for future use.

A workshop on Purchase Policy and Protocols, Production Planning and Production Control was also organised by Sasha for MESH in Varanasi from 18th to 19th June 2014. This FSP intervention for MESH and other groups was about Knowledge Sharing amongst the participants and Development of some basic tools of Operations Management (involving production and quality control).



Visitors from Gandhi Fellowship Program at Maya Organics, Banagalore



Twelve members of the Gandhi Fellowship Program who were completing their first year visited Maya Organic, Channapatna, as part of their Learning Journey . They visited Maya Organic for two days, on the 8th and 9th of May 2014, to see the lacware craft and to understand Maya Organic’s work with the lacware artisans in Channapatna.

They visited the Neelasandra Village which is about 6 kms from Channapatna and has artisans who work on the hand operated lathe called “Pattri”. After spending time at the Maya Organic Center, the students visited Neelasandra to see how the wooden beads are made and coloured on the hand lathe.



Aagor Dagra Afad, Assam’s new showroom was inaugurated at Chapaguri Bazaar, Chirang Near HN 31, Rowmari Jyoti Aashram Gate. Rowmari Road on 19th June 2014.

Upcoming...

A two day training cum workshop on the Fair Trade Guarantee System in New Delhi from 18-19 July, 2014, organised by Sarba Shanti Ayog (SSA), Sasha, Kolkata.

