

IFJAS 2013: Fair Trade Pavilion



Dr. Kavuru Sambasiva Rao , Minister for Textiles, Ms. Zohra Chatterji Secretary, Textiles, Mr. S.S.Gupta, Development Commissioner(Handicrafts) and Mr. Rakesh Kumar, Executive Director, EPCH visiting the Fair Trade theme pavilion

Indian Fashion Jewellery & Accessories Show 2013 (IFJAS13) was organized by Export promotion Council for Handicrafts (EPCH) between 12th to 14th July 2013 at India Expo Centre & Mart, Greater Noida, New Delhi. The 'Fair Trade Theme Pavilion' in IFJAS'13 was an excellent opportunity and an occasion to showcase range of Fair Trade products — jewellery, scarves & stoles, range of bags and fashion accessories, silk & Kalamkari printed scarves, tribal jewellery and bags from recycled materials and embossed leather bags.

Dr K Sambasiva Rao, Minister for Textiles, Government of India, Ms. Zohra Chatterji IAS, Secretary, Ministry of Textiles, Mr. S S Gupta IAS, Development Commissioner of Handicrafts and Mr Lekhraj Maheshwari, EPCH Chairman were among the several dignitaries who visited the Fair Trade theme pavilion as well as stalls of FTF-I members.

The IFJAS13 gave a common platform to members of Fair Trade Forum –India to meet various industry leaders and experts from jewellery and fashion accessories sectors. This kind of stage was also a first time experience for around eight member organizations of FTF-I, which participated in the fair.

A lot of positive response was received in terms of methodical planning and conduct of the event, location of stalls, stall layout and facilities available in the stalls. The highlight of the event included product launches, meeting with foreign buyers, fashion shows and networking opportunities. The show helped in generating future enquiries and new business opportunities (both overseas & Indian) for FTF-I members. Though majority of the organisations were well prepared for the fair, there were suggestions that more time should be provided to the members to prepare more efficiently for similar kind of fairs in future. The members also learnt a few aspects in

terms of product display, presentation and how to develop an overall persona of their crafts in the international market to gain more buyers.

Overall, the show was a success and the majority of FTF-I organisations were satisfied with the overall management of the fair. A constant support and assistance was also made available to the organisations at the venue from NCDPD (National Council for Design and Product Development) and Fair Trade Forum-India representatives. Being Fair Trade organisations, promoting Fair and responsible business, our members stood out amongst other commercial participating brands. The fair was an appropriate footing for displaying crafts made in dignity.



Anwasha, Arunim, Asha Handicrafts, Conserve, CSWS, ESAF, FTGI, JKSMS, Kalatmak Handicrafts, Literacy India, Mesh, Noah's Ark, Sadhna, Sahaj, Sasha, Silence, SIPA, The Ants, Usha Exim

WFTO Conference 2013



From left-Sudeshna Mitra Woodhatch, Moon Sharma, SC Mittal and Dr. K. Panchaksharam

The 12th Biennial conference of World Fair Trade organization (WFTO) was organized in Rio de Janeiro, Brazil from 25th to 29th May 2013. The conference played an important role in raising the profile of Fair Trade by sharing best practices, experiences, and building a strategy for sustained social change. During the conference, Rio was designated World Capital of Fair Trade. The theme of this conference was 'The Next Generation of Fair Trade'. The Fair received active support from the Brazilian Government.

About two hundred delegates from Fair Trade companies and organizations from more than 60 countries around the world attended the event. These included representatives from government, the private sector, academia and national member organizations. A total of 15 organisations with 21 participants from India attended the conference. Founder member of FTF-I and present board member Dr. Panchaksharam had the unique distinction of representing SIPA in all the 12 conferences, and he continues to play an active role by participating in the AGM and in the decision-making process.

The conference began with a welcome session and dinner for all delegates on Saturday 25 May 2013. The next day, 26th May was themed as 'Fair Trade Beyond 2015' and considered the various challenges and realities of Fair Trade around the world. The afternoon session focused on the new WFTO Fair Trade Guarantee System, which seeks to strengthen the certification and audit of WFTO member Fair Trade organizations, producers and their products.

On 27th May, five thematic workshop were organized. On the same day the Rio 2013 Global Fair Trade Week was formally opened at the Brazilian Development Bank. This included a Fair Trade Global Fashion Show organised by Safia Minney from People Tree, UK, proving that sustainable development can be truly glamorous.

The theme of the day for 28th May was 'Fair Trade Certification'. It began with a presentation on the history of the development of Fair Trade certification followed by a round table on the characteristics and potential synergies of fair trade certification systems. The afternoon was taken up by workshops on various aspects of the WFTO Fair Trade Guarantee System.



The Annual General Meeting of WFTO was organized on 29th May. The resolution on 'Role of national networks' presented by

Dr. K. Panchaksharam on behalf of Indian members was approved by the AGM. The resolution states that "the national networks be recognized as an important link in the global movement and while getting affiliation from WFTO, would remain as independent entities to effectively lead fair trade and sustainable livelihood related activities at the country level and to take new ideas from the grass-root membership to the global body."

The conference took place at a hugely opportune time, with many of the world's traditionally major economies experiencing an extended period of severe challenges. For the FTFI delegates, it gave a valuable opportunity to network with a wide range of Fair Trade actors around the world, and to raise FTFI's own profile in the global Fair Trade movement. It also enabled FTFI to participate in the future development of WFTO, to strengthen its own standards and gain inspiration to continue improving its work in India and so to offer hope to Fair Trade artisans, producers, companies and organizations throughout India.

The conference was concluded by reminding the delegates about the importance of building a common agenda for international Fair Trade and solidarity economy networks. It was also agreed that the next WFTO Asia Biennial Conference in 2014 will be held in Seoul, South Korea, before September 2014.

We congratulate the members of Indian delegation - CRC's Irani Sen and Sabala's Mallamma Yalwar, and Sherry Masih from Noah's Ark who won first prize in various categories of the Md. Islam Memorial Design competition organized along with WFTO conference.



From left- The Ants & Sasha Exports at the Fair Trade Fair interacting with conference delegates, The Ants products at the Fair



Seminar On Fair Trade Approach for Sustainable Consumption

A Seminar on "Fair Trade Approach for Sustainable Consumption" was organized by Fair Trade Forum India on 27th June 2013 at Hotel Shangri-La's Eros, Ashoka Road, New Delhi. The objective of the seminar was to disseminate the outputs of the ProSustain project, funded by European Union and HiVOS, Netherlands. The project was in partnership with Shop for Change, Mumbai & IRFT, Mumbai. The project concluded on 31st June 2013.



Moon Sharma speaking at the ProSustain Dissemination seminar

session on 'ProSustain Output Sharing' was chaired by B. Naresh, Program Officer, HiVOS. Seth Petchers, CEO Shop for Change, Gaynor Pais-Director IRFT, Jayakumar P.V., Director-Communications, FTF-I, Mathew John, Joint Secretary, FTF-I, Prof. Ambika Magotra from Pearl Academy of Fashion and by Enid Lall, Manager, EPC, Outgoing



Business Community Foundation. Dr. K.Panchaksharam, Founder-President, FTF-I, Lucas Caldiera, CEO of Asha Handicrafts (also former independent Director-WFTO), Gaynor Pais, Director of IRFT, Seth Petchers, Chief Executive of Shop for Change, Pradeep Krishnappa, Vice President of FTF-I and Mallamma Yalawar-Treasurer of WFTO Asia were the panelists. The aim of the project, which was launched in 2010, was to build up sustainable consumption in India by promoting Fair Trade, among students and young consumers, and development of FAIR TRADE INDIA retail brand. Introducing Fair Trade products to corporate sector clients, promoting Shop for Change Fair Trade label among mainstream businesses and lobbying for Fair Trade policies have been taken up under the project ProSustain.



Padmini Sharma, ED, FTF-I with Leela Vijayvergia, Sadhna



Johannes Van Vilet, First Counselor, EU

The inaugural session saw the presence of Johannes Van Vilet, First Counselor, Head of Development Cooperation, delegation of the European Union to India and Sarojini Kaul, Project Manager, Economic Cooperation, European Union. The session was chaired by Moon Sharma, President, FTF-I. The welcome address was given by Sudeshan Mitra Woodhatch, Secretary, FTF-I and Mr. B. Naresh, Program Officer, HiVOS presented a brief project overview. Fifty people representing NGOs, CSR departments, international students' organizations, FTF-I members, government agencies and project partners participated in the seminar.

The seminar was divided into four sessions, in which presentations on ProSustain output sharing, interventions, future partnerships & the future ground and best practices in Fair Trade & Sustainable Consumption in India, were presented. The



The panel discussion on the 'future ground' - participants - Dr. K. Panchaksharam, Lucas Caldiera, Pradeep, Amita Joseph, Gaynor, Seth Petchers and Mallamma Yalawar

China-South Asia Exposition



Visitors in the Fair Trade stalls in the Kunming Fair

Four FTF-I members - Kalatmak Handicrafts, Arunim, Calcuta Rescue and CSWS - participated in the 1st China-South Asia Exposition held at Kunming, China 6-10 June, 2013. FTF-I facilitated their participation in partnership with Federation of Indian Export Organizations (FIEO). The expo was co-hosted by the Ministry of Commerce of the People's Republic of China and the People's Government of Yunnan Province. The fair, which will be held annually, aims to promote the all-round development between China and South Asian Countries. The Kunming International Convention Centre, Kunming

was the venue of the Fair. The Fair provided facilities like products promotion, conferences and investment policy introduction seminars, one-to-one business interaction and match-marking. The Fair was attended by Chinese traders and importers, prominent big traders, supermarkets, dealers engaged in Textile and clothes, mining resources, medicine, meter and equipment, jewellery, handicraft, marine products, decoration and building material, software information and tourism services etc. Large number of consumers also visited

the Fair as it was a B2B cum retail event. The exhibit profile in the Fair included textile fabrics and made-up, home textiles, bed linen and towels, denim fabrics, jute products, footwear, leather goods, sports good, surgical instruments, gloves, garments, martial arts uniform, minerals, marble, gifts items, herbal Cosmetics, food and beverages, seafood, dairy products, agricultural products, artificial jewellery, textile handicrafts, brass handicrafts, clothing and precious & semi-precious stones.



Jayakumar, FTF-I in a role play

Switch Asia Network Meet 2013

Padmini Sharma, Executive Director, FTF-I participated in the Switch Asia network meet organized in Kathmandu from 17th to 19th June 2013 at Kathmandu. About 150 delegates from various Switch Asia projects participated in the meeting. As part of meet, on 20th June a 'Communication Lab' was organised by the Switch Asia Network facility to share and show case the promising models of communicating Sustainable Consumption from SWITCH-Asia projects. Jayakumar, Director-Communications, FTF-I participated in the Communication Lab and presented a case study about the FAIR TRADE INDIA brand. Kunal Sinha, Chief Knowledge Officer, Ogilvy, China was the chief facilitator of the Lab. The best communication practices shared by the representatives from Switch Asia projects, role plays and examples of new developments in development communication, presented by the facilitator provided opportunity for great amount of learning for the participants.

Design development workshops were organized by Sasha at Anwasha, Orupa, Pushpanjali, Sabala and The Ants – FTF-I members under the Fair Support. Jewellery based on contemporary fusion was developed at Anwasha and Christmas hangings and fashion accessories were made at Orupa in the workshops. Abstraction in the traditional embroidery was the main inspiration for the new range of purses developed at workshop organized in Pushpanjali. At Sabala, the designer worked with local embroiderers to introduce the contemporary application of their traditional vocabulary of embroideries through a range of functional accessories. At The Ants packaging solutions were developed for black pottery, tribal jewellery and Eri silk shawls from the North-east.

Fair Support Workshops



Session on Parenting at Creative Handicrafts



The session on parenting in progress

Creative Handicrafts organized a session on parenting for the women of its Self Help Groups as well as the *Balwadi* and creche teachers during the month of July and August.

Resource persons were called, who through an open interaction dealt with the challenges that mothers face while bringing up their children. Extra attention was given to the real

life situations that the women encounter. Parenting is a challenge and as working women, the members of Creative Handicrafts encounter various challenges while bringing up their children.

The influences in and around the slum contribute to their troubles. During the sessions the resource persons used mediums like documentary clips, games

and role play. Focus group discussions also helped in creating awareness among the women, about their own experiences as children that they may need to unlearn as adults. Inputs about the importance of listening, respecting and valuing the child as she or he is, were the important aspects of the training.

Programs on Environment and Child Labour by Setu



Left: Campaign Against Child Labour. Right: World Environment Day

World Environment Day: SETU organized an environment awareness program at the Gaurav Tower, a huge shopping mall in Jaipur on the occasion of World Environment Day on 5th June. The objective of the program was to check the awareness quotient of people about environment. SETU team interacted with about 100 visitors at the mall and asked them to share their thoughts on how they could contribute towards environment sustainability.

World Day against Child Labor: Every year, on June 12th, the World Day against Child Labor is observed to raise awareness about the

plight of child labourers worldwide. SETU organized a workshop at their partner artisans' group in Barmer to raise awareness against child labor amongst the families of refugee artisans, on the occasion of World Day against Child Labour. The artisans and their family members were informed about the importance of child education. Ways to strive for abolition of child labour by initiating action at personal, official and community levels were also discussed. About 97 people including men, women and children attended the workshop.

SETU Supports Flood Victims in Andhra Pradesh

Setu's crochet lace making women artisans, based in Narsapur, Andhra Pradesh faced consistent rain across their villages that lead to drastic floods in the Godavari river. Their artisans went through a tough time. Hundreds of villages had to be marooned in West and East Godavari districts due to the incessant rain and flooding of rivulets. SETU contributed in carrying out relief measures for the artisans in terms of providing them essential items like rice, oil, dal, drinking water, clothes, blankets and shelter.

Independence Day Celebrations at BCLA

The Bethany Elementary School celebrated 67th Independence Day. Mr. Aharon President of Stuvartpuram Panchayathi attended the Programme and hoisted the National Flag, followed by singing of the National Anthem together. Creche and School children honored the chief guest with the flowers, garland, and with welcome dance. The President delivered his message and highlighted the importance of the day. BCLA also organized another Flag hoisting



function at Community Hall, where Rotary President, Secretary and other three members, participated. Mr. John Wesley President of Rotary club hoisted the National Flag, and delivered his patriotic message. They also promised to contribute some cotton bandages for the use of ulcer dressings of the Leprosy patients.

World Indigenous Day celebrations at Keystone Foundation

Hundreds of men, women and children belonging to various tribal communities in the Nilgiri Biosphere Reserve (NBR) attired in their traditional dress exchanged greetings and collectively greeted the occasion with their songs and dances on the occasion of the World Indigenous Day at Keystone Foundation, Kotagiri. The performers made the occasion memorable not only for



Folk dances by Tribal community members

themselves but also for those they had invited. The day coincided with the 20th year anniversary celebrations of the organization. Interacting with the participants, Phrang Roy, coordinator, Indigenous Partnership for Agro Biodiversity and Food Sovereignty, Keystone



Meeting on the occasion of World Indigenous Day celebrations

Foundation said that at all costs indigenous people should preserve their culture and traditional knowledge base as these are the foundations of their identity. Robert Leo, coordinator, Keystone Foundation,

exhorted the indigenous groups to cling on to their culture and protect natural resources. Mathew John, director, Keystone Foundation also participated in the celebration.

Design Workshop by Mesh



A design development workshop was organized by Mesh at the Rehabilitation Unit, Bethany Colony Leprosy Association (BCLA) with the support of Fair Trade Forum- India. Syamala, Designer from MESH Studio Delhi was the resource person. G.Roja Assistant Designer, Delhi, Chintaiiah Master Tailor, Durga Supervisor and artisans actively participated in the design development. Ten new designs of bags were produced for the year 2013-14 in the workshop, from which eight models were selected for order (worth of Rs.30,000/-) by the Empower Trust, Shamshabad International Airport Shop. Syamala also helped Jone Priyadarshini Mahila Mandal for new sample development. Roja assisted her in the development of new samples, which includes Kurtis and several other fabric based products.

ANTSE-Commerce Launch, 16 August 2013

To fully leverage the benefits of online marketing, ANTS has embarked on a strategic initiative with the release of the ANTS eCommerce website <http://theantsstore.com>. As part of the eCommerce shop, ANTS has made available online over 15 product categories that includes fascinating kurtha's, stoles, mufflers, womens wear, menswear and Jewellery. The ANTS eCommerce shop aims to reach out to millions of Indians and other nationals globally who are connoisseurs of handicrafts products. Features of ANTS eCommerce platform includes merchandising through product catalog, search options, shopping cart, online payment facility, SMS or email notifications, order tracking, discounts, logistics integration and self service capabilities.



Exhibitions in Sasha Shop

Eco-exhibition: From 6th June to 15th June 2013, Sasha Shop organized an eco-exhibition for children which coincided with World Environment Day on June 5th. Children and teachers from Vikramshila Education Resource Society, an NGO and All Bengal Women's Union Children's Welfare Home participated in the exhibition.

'Elements of Nature': Sasha Shop organized,



'Elements of Nature' exhibition from July 19 till July 30. The exhibition presented beautiful amalgamation in ceramics, terracotta, copper, stone, wood and blue pottery. The main highlight was the beautiful crockery from Khurja. Lovely dinner-sets, tea-sets, mugs, bowls and plates in different sizes, platters, lampshade etc were also at display.

Exhibition of African handicrafts: The annual exhibition was organised in June - July. Showing of a movie on Africa and African wildlife by Earth Day Network India and Afro Latin percussions played by Monojit Dutta and Premjit Dutta were the attractions of the opening day of the exhibition.

Fredskorpset (FK) Seminars



FK Seminar at Bangkok

Fredskorpset (FK) Norway organized a two day Seminar at hotel Ibis, Bangkok from 29th- 30th July 2013. There were eight participants from FTF-I, FTG Nepal and ECOTA Bangladesh who successfully completed their placements in the 5th Phase of the Exchange Program for the year 2012-2013.

Mr. Chitra Bahadur K C and Mr. Sunil Chitrakar from FTF Nepal, Mr. Abdus

Salam from ECOTA Fair Trade Forum, Bangladesh and Mr. OP Yadav from Fair Trade Forum-India participated as project partner representatives in the seminar. The seminar was organized to give an opportunity to the participants and partner organizations to share best practices and challenges during the program phase. On the first day, the participants were given an opportunity to present a review of their

experiences, achievements and challenges faced during the course of their placement; and expected challenges after re-joining their parent organizations. The second day saw presentations made by the Project partners on the activities of the Exchange Fellows and their achievements.



Dissemination Workshop

The FK Dissemination Workshop, organized by FTF-I, was held on 29th Aug 2013 at Hotel Om Niwas, Bani Park, Jaipur. The program was attended by the Secretary of FTF-India Ms. Sudeshna Mitra Woodhatch, Sh. Avindra Ladda Joint Director of Dept. of Industries (Govt. of Rajasthan), Mr. Rajesh Jain, Vice president of Access Development Services and Sh. Ajay Shrama Asst. Director MSME, Jaipur. Ms. Sudeshna gave the inaugural address in which she gave a brief of FTF-I and its activities and about the FK Exchange Program in

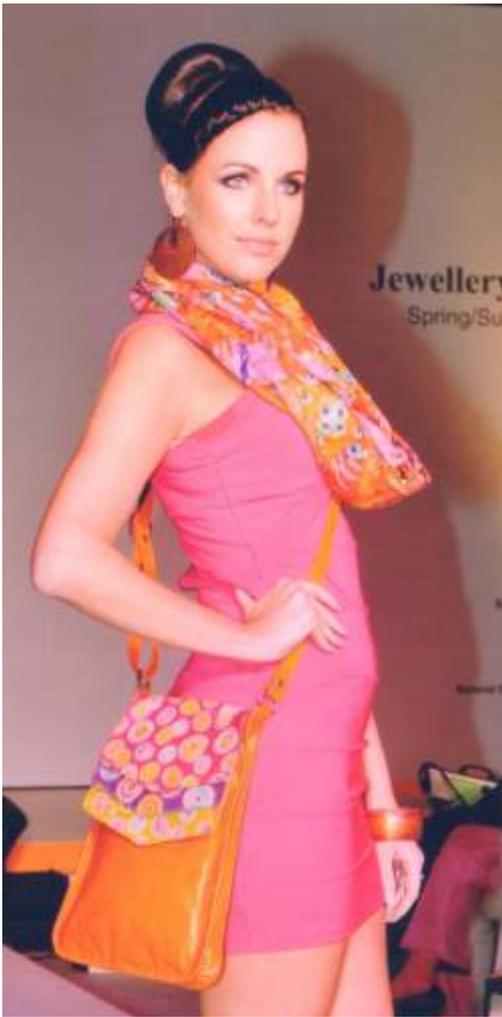
general. Sh. Avindra Ladda and Shri Ajay Sharma described the different schemes of the Govt. of Rajasthan and the MSME, GOI, respectively. They both appreciated the diligent work of JKSMS Jaipur and



FTF-I, to help and assist artisans in the area of quality production, skill up-gradations, design development and marketing. Mr. Rajesh Jain also explained about the different activities being carried out by JKSMS and the initiative taken by Nav Srijan, JKSMS's retail outlet, of which he is also a Company Director.

The two FK Fellows from India- Ms Jayashashi Sharma and Mr. Dipendra Gupta gave presentations in which they talked about the objective of the exchange programme, pre-course in Bangkok and about their overall experience of ten months internship in different originations in Nepal. A panel discussion was also held by Sh S.C, Mittal former secretary FTF-India, Sh Kaushik Bandopadhyay and Mr Satya Prakash in which the trio described their own experiences as a participating organization and the benefits they have reaped in terms of business development in the past year through this project. Sh. Umesh Sharma, Prog. Director, JKSMS advised that this kind of program should continue in future also.

FTF-I Communique Sept 2013



IFJAS13
Fair Trade Theme Pavilion



FT Products @ the Fashion Show

