

FTF-I 14th Annual National Convention & AGM 2014



Fair Trade Forum-India organised its 14th Annual National Convention on 9th to 10th Sept 2014 and Annual General Meeting on 11th Sept 2014 at Hotel Anandha Inn, Puducherry. The theme of the convention was 'Fair Trade: Branding & market Access'. The aim of the convention is to discuss the future of branding and market promotion in India, and how we can take the FAIRTRADE INDIA brand forward for the inclusive growth and sustainable development of the handicraft artisans and farmers. More than 70 people participated in the convention which consisted of FTF-I member organisation representatives, representatives from the civil society and the local print and electronic media. The convention was inaugurated in the evening on 9th Sept 2014 by Shri V. Sabapathy, Honourable Speaker of Puducherry Legislative Assembly by lighting the lamp along with Lion. Prof Ratna Natarajan, MJF, Ms. Moon Sharma, President, FTF-I, Ms. Sudeshna Mitra Woodhatch, Secretary, FTF-I, Ms. Roopa Mehta, Former President of FTF-I and CEO, Sasha Craft Producers Association and Mr. Munnisamy, National Awardee in Terracotta craft.



From Left: Mr. Munnisamy, Lion Prof. Ratna Natarajan, Dr. K. Panchaksharanm, Shri V. Sabapathy, Honourable Speaker of Puducherry Legislative Assembly, Ms. Moon Sharma, President, FTF-I, Ms. Sudeshna Mitra Woodhatch, Secretary, FTF-I

Dr. K. Panchaksharam, Founder-President, FTF-I, Master of Ceremony, welcomed the gathering and shared his thoughts on FTF-I's Initiative in the past year and the aim of Fair Trade to empower people in India and promote sustainable livelihoods. Ms. Moon Sharma gave the inaugural speech in which she mapped out the journey of Fair Trade in India in the last 20 years, its impact on the people and how it is able to combat poverty in India and the future of Fair Trade as perceived by the national network in context to FAIRTRADE INDIA branding and market facilitation. Lion. Prof Ratna Natarajan, MJF delivered the Prof. Shyam S Sharmaji's Memorial Lecture on "Livelihood, Entrepreneurship & Fair Trade". He focussed on the holistic approach of Fair Trade which creates opportunities and plays a positive role in addressing

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This Newsletter is compiled and published by Fair Trade Forum-India. The Editorial Board consists of Dr. K. Panchaksharam, Mr. Iyatha Mallikarjuna and Ms. Sudeshna Mitra Woodhatch. For giving your feedback/suggestions please write to us at info@fairtradeforum.org, ftfindia@fairtradeforum.org

Lion. Prof Ratna Natarajan, MJF was the Master of Ceremony for The second day (10th Sept). The day 2 began with the keynote address delivered by Mr. B. 'Nary' Narayanaswamy, a specialist in Customer Experience and Consumer Behaviour, on 'Fair Trade: Branding & Market Access'. He discussed on the strategic tools of branding and how to achieve the success of a brand name through right Segmenting, Targeting and Positioning of the brand in the market. He stressed that in order to make the FAIRTRADE INDIA brand 'aspirational', it has to create the right 'retail experience' (product dependent) for the consumers. He suggested few strategies like an efficient IT system, continuous capability building trainings for the branding team, rigorous online social media marketing and most importantly, develop Retail Standards in context of how a Fair Trade product delivers and ensures the ten principles of Fair Trade. In conclusion, he shared a 'Pondicherry Manifesto' with the audience which will help in taking the FAIRTRADE INDIA brand forward in term of brand protection and visibility:

1. 'Fair Trade' as an Aspirational brand in India and not just that helps artisans and farmers
2. 'Total Retail Experience'-at the 30 shops, and not just shopping
3. Standards and Benchmarking to enable these and more...

The audience enjoyed the splendid presentation made by Mr. Nary and asked questions afterwards.



The next session of day two was Case studies on Branding & Market Promotion. Three FTF-I members, having their retail shops under the brand presented their experience of FAIRTRADE INDIA branding and market facilitation. There were three case study presentations made by Ms. Revathi of Last Forest Enterprises (Green Shop), Ms. Roopa Mehta of Sasha and Mr. Lucas Caldeira of Asha Handicrafts (Karigar). The session was moderated by Mr. Pradeep Krishnappa from The Ants Craft Trust. The case studies were very interesting and pointed towards the importance of branding to be an important factor in increased sales. Though ultimately the product only speaks at the end of the day, having a value addition like Fair Trade definitely provides the consumers



with increased satisfaction after buying a product. Together, the case studies highlighted the following things for future of the brand:

1. Internal Audit system/monitoring system is very important
2. Sub-consciously informing the consumers about Fair Trade is very important (through shelf messaging, posters, handouts and brochures on Fair Trade)
3. A 'Network approach' for brand promotion will be an effective tool for the promotion of the brand. The Fair Trade members should come together more often to organise big Fair Trade fairs and exhibitions etc. Apart from this, awareness campaigns are also necessary to be organised.
4. 'Location' of the shop matters
5. The products have to be appealing and innovative. Refreshing the designs from time to time is very important.
6. A good computer software system in place is very important for shops
7. Engaging with corporates can be very effective in generating huge sales as well as their involvement in supporting Fair Trade campaigns

The third session was a panel discussion on 'Branding & Positioning Fair Trade in the market'. The two expert panels invited were Dr. P. Sridharan Head of Pondicherry University, Dept of Management and Mr. Iyatha Mallikarjuna, Former Executive Director of FTF-I. Mr. Pradeep Krishnappa from The Ants Craft Trust chaired the session. Dr. Sridharan gave an overall view of Fair Trade marketing and branding in context of western world and what are the different innovative ways



to market Fair Trade products effectively. Mr. Mallikarjuna began by sharing his thoughts from the inception of the FAIRTRADE INDIA brand, its rationale and purpose and how far it has come till date. He concluded by providing few ideas on how to take the brand forward.



The fourth session was presentation of the outcome of the day's various sessions. The presentations were made by Mathew John, Keystone Foundation and Pradeep Krishnappa, The Ants Craft Trust. The members were encouraged to pool in their ideas for promotion of the FAIRTRADE INDIA brand in future. Following are some of the ideas shared by the members:

1. Developing E-commerce linkage in the website or linking with online e-commerce companies like Flipkart etc.
2. Organising one exhibition per year by pitching in member's money collectively on a large scale. Having Fair Trade Fairs and Haats.
3. Having fairs and trainings in collaboration with DC(H)
4. All member organisations should have link to FTF-I website in their own organisational websites.
5. Continuous SEO of the organisational websites
6. Using brand logo on all printed communication materials. Develop logo flags and display them during events.
7. Conduct awareness programs in campuses and promote the brand logo
8. Develop retail standards for all retail shops under the brand
9. Document all shop related experiences and data under the brand
10. Continuous development of FTF-I website is necessary.

Overall it was a successful event and everyone enjoyed a good sharing time with their fellow Fair Traders. Of course, to top it all was the unique experience of the southern coast of India where everyone enjoyed the scenic and beautiful Puducherry.





The **Annual General Meeting of FTF-I** was held on 11th Sept 2014. Around thirty four members participated in the AGM in person. This was an election year for the term 2014-2016 of the new Executive Council. Mr. Satyabrata Roy Bardhan (Dada) from Kolkata was invited as the resided Returning officer. All the members appreciated the efforts of the outgoing EC (2012-2014) to take the network at more stronger level. The notable achievement of the year 2013-14 was acquiring an office for the National Secretariat. FTF-I also successfully developed the new organization logo for FTF-I, which helped in improving the visual communication of Fair Trade in



The members of the outgoing Executive Council 2012-2014 (from left): Mr. Pradeep Krishnappa, Vice President, Mr. Kamal Kishore, Member, Dr. K. Panchaksharam, Member, Ms. Sheel Prabha (Moon Sharma), President, Ms. Sudeshna Mitra Woodhatch, Secretary, Ms. Leela Vijayvergia, Treasurer, Mr. Mathew John, Joint Secretary

India. The Brand user manual is developed to make our members aware and more knowledgeable. FTF-I's current running project- "Fight against Child Labour in home-based craft production" has been successful in implementing the sustainable model to a great extent. FTF-I along with its project partners-Traidcraft Exchange and CEC, has been able to achieve the given set targets.

Mr. Rajeev Pillai, Director-Finance, FTF-I presented the financial status of 2013-14 and Mr. O P Yadav, Director-Programs presented the Annual Plan and budget for the year 2014-15.

During the agenda of the election of the new executive council, Dada declared the names of the office bearers for the term 2014-16.

All the members congratulated the new Executive Council and gave good wishes for their term.



The New Executive council for the term 2014-2016: (from left) Mr. Pradeep Krishnappa-Vice President, Mr. Kshitish Pandaya-Member, Mr. Ranvir Sisodia-Joint Secretary, Mr. Kamal Kishore-Treasurer, Ms. Sudehsna Mitra Woodhatch-Secretary, Mr. Iyatha Mallikarjuna-President and Dr. K. Panchaksharam-Member

Update on the project-“Sustainable Solutions in the Fight Against Child Labour in Home-based Craft Production”

Key deliverables of this projects and their status:

Project Target	Project Achievement as on 31 st August 2014
Strengthening 10 Learning Centres	Strengthened 13 Learning Centres
Enrolment of 700 children in Learning Centres	Enrolled 1731 children in Learning Centres
Mainstreaming 400 children to formal school	Mainstreamed 598 children to formal school
Reach 7000 families in home-based craft work	Reached 6348 families in home-based craft work
Reach 15000 children through the project	Estimated calculation of 3 children per family, reached 19,044 children through the project

The model developed in this project is implemented through big producer organisations who work with smaller crafts producing groups/learning centres. 13 Learning Centres in 04 Fair Trade Member organisations and 04 Non-Fair Trade organisations in the project locations are part of this implementation.

In addition, advocacy with Government to improve policy is also taken up. Advocacy activities have been carried out at different levels – local, district and national. Four briefing papers focussing on specific themes including: (i) CLPRA and Craft Sector, (ii) RTE and Vocational Training, (iii) Health and Social Welfare; and (iv) Wages and Supply Chain are being developed.

A supply chain model is now designed and ready for implementation with two supply chains. Documenting the learning and the work on international advocacy will be the focus of the project in the remaining part of this project, this year.

Set-up/strengthen learning centres/bridge schools: 1731 children have enrolled in these centres as on 31st August 2014. These learning centres are acting as a key to introducing a child to the world of education. Through these learning centres, the project is reaching to children deprived of formal schooling or those who have dropped out of school.

Trainings for instructors: The project has given special emphases and focussed on children who are slow learners, having limited information/knowledge and make the learning process interesting for the children by using creative Information Education and Communications (IEC) tools and Teaching Learning Materials (TLM).

Formation of groups of young workers/child workers: As a part of the project, children have been organised within their communities in the form of groups of young workers and child-workers. The groups link the children with existing resource centres and encourage bridge schooling. In addition, the groups ensure that children can

participate in various activities beyond the regular curriculum, helping them to develop their skills and gain confidence. Activities are organized for children in the project area which are both developmental and recreational in nature. These activities make the learning centres more appealing to children and they motivate themselves and others to pursue formal quality education. 45 such youth groups have been formed in the project locations so far.

Sensitizing the community: 93 awareness activities were conducted in the project locations. These awareness programs included topics on child right, child labour, right to education and school enrolments. The purpose of these awareness programmes was to sensitize the community towards the core issues of children, and the strategy adopted was to involve village volunteers to take the lead in these activities with community involvement and participation.

Workers linked to health schemes: A total of 127 home workers have so far been linked to the various health schemes provided by the government. These schemes include provision of Employee State Insurance (ESI) Cards to workers engaged in factories. The scheme is a multidimensional social security system tailored to provide socio-economic protection to worker population and their dependants covered under the scheme. Besides full medical care for self and dependants, the insured persons are also entitled to a variety of cash benefits in times of physical distress.

Artisan Cards for artisans: 879 workers are linked to government schemes which include: Integrated rural development program which is a self-employment program to raise the income generation capacity of target groups among the poor; Kasturba Gandhi Balika Vidyalaya which gives education facilities for girls below poverty line; National service scheme which gives public assistance in case of unemployment, old age, sickness and disablement; Swavalamban – a pension scheme to the workers in unorganized sector.

Twelve medical camps have been organized thus far under the project, which have benefited 1254 community members. This includes a medical camp with the support of local government hospital in the colony adjacent to the learning centre. The medical camp was supported by community members by way of making arrangements for the medical camp, informing community members about the camp and making necessary arrangements for refreshments to be served to the visiting medical team.

Mainstreaming children into formal schooling: 598 children have been mainstreamed into government schools by the project. The project has observed that the major challenges with mainstreaming is that the government schools are not available in some of the project locations and the children have to travel a long distance to get admission in the schools that is nearest to their locality. Another challenge is the non-cooperation of private

schools to provide admission of children belonging to backward class on subsidised fees. Through advocacy and local level initiatives of meetings with relevant stakeholders, the project is slowly progressing in facilitating admissions to children in both government and private schools in their respective areas.

Community Mobilization/ action for improving services in schools: 143 parent-teacher meetings have been organized in the project locations. These interactive meetings have been instrumental in getting the attention of relevant stakeholders for enrolment of children to the government and private schools and also towards quality education. The examples shared by the community members on learning centres have motivated the government stakeholders to initiate learning and sharing of teaching methodologies from the learning centres run by the project.



Facilitating vocational training: Seventy two vocational trainings have been organized by the project which benefited 1283 youths. The vocational training includes various skills as demanded by the community members, especially the youth members of the community.

Monitoring & Implementation: Thirteen learning centre monitoring committees have been formed. These monitoring committees regularly meet with the learning centre coordinators, teachers and other stakeholders to understand the progress and new initiatives in the project and also share their recommendations and feedback on the same. The monitoring committee also monitors and supports all the activities initiated through the learning centres for advocacy, awareness, and community mobilization and information dissemination.



FTF-I has revamped its website to make it more informative and lively for its members. The website was re-launched on 9th Sept 2014 on the inauguration day of FTF-I's 14th National Convention in Puducherry.

FTF-I requests all its members to go through the website and send their comments/suggestions/additions/corrections. We also invite our members to contribute their ideas towards the continuous development and upgradation of the website.

We also request all the members for their cooperation to promote the network by providing FTF-I's web link on their respective organizational websites...THANK YOU!

World Indigenous Day Celebrations by Keystone Foundation, Kotagiri



As part of the International Day of the World Indigenous Peoples this year, Keystone Foundation hosted a two-day festival called DodduHabba or the Gaur Festival on 8th and 9th of August 2014 in the Nilgiris in Kotagiri.

On day one, the Gaur Festival was inaugurated by the District Collector Dr. P. Sankar followed by an introduction to the theme of the festival by Robert Leo, Deputy Director, Keystone Foundation. Day two saw the inauguration of World Indigenous Peoples Day by Mr Srinivasa Reddy, Project Director, Hill Area Development Programme – Nilgiris.

The idea of a Gaur Festival was conceived from our admiration for this wild animal, with which many of us have had frequent close encounters, here in the Nilgiris. Doddu Habba will celebrate the Gaur, not only as a wild animal, but also as a symbolic representation of our co-existence with Nature. The motive behind the festival was to spread awareness on tolerance towards wildlife among the local populace. There was also traditional culinary food from the Nilgiris.

The two-day festival brought together artists, musicians, theatre artists and storytellers from the Nilgiris, Kerala, Odisha and North East India. A display titled 'Get to know the Gaur' shared information on the distribution of Gaur in the Nilgiris and the country and on how to deal with situation of encounter with the animal in towns and around. Some of the groups that performed were the indigenous people of the Nilgiris such as the Todas, Irulas and Kurumbas, the Acoustic Traditional from Darjeeling, Karinthalakkootam and Oorali from Trichur, and Kaananam from Attapadi. The Muramkulukki Shaman from Peechi forests with his ritual was one of the rare performances staged in the gathering. Funding support for the festival and the Gaur information displays at the event were offered by the Hill Area Development Programme – Nilgiris, Wildlife Trust of India, CAF India and the Rufford Foundation. The festival was a free public event and over 500 people participated, including local people, school and college children. Over 200 people from ten indigenous communities across the Nilgiri Biosphere Reserve were a part of this celebration.

Ganesha Mahotsav 2014 organised by ORUPA, Odisha



ORUPA organised Ganesha Mahotsav 2014 in the month of August at Jayadev Bhawan, Bhuwaneshwar. This event organised by ORUPA exhibited beautiful terracotta and dokra handicrafts made by its artisans and producer groups. Odisha Chief Minister Mr. Naveen Patnaik (right photo above) visited the Mahotsav along with Mrs. Snehangini Chhuria, Hon'ble Minister for Handlooms, Textiles & Handicrafts Department (left photo above).

SETU, Jaipur-promoting economic independence for underprivileged women artisans

In line with SETU's mission to promote economic independence for underprivileged women artisans, SETU has come up with two training centres for tailoring in remote villages of Narsapur district in Andhra Pradesh. Training centres have been established in the two villages (one center in each village) of Narsapur district viz Mogultur and Appanarmunilanka. Being HIV positive, these artisans were unable to find employment for themselves due to the social stigma associated with the disease. So the underlying motive behind these training centres was to provide training to the victims and their families. To aid the women artisans, SETU has set up tailoring centres in the Godavari district of Andhra Pradesh for the crochet lace artisans, in association with Godavari Delta Women Lace Artisans Co- Op. Cottage Industrial Society (member of FTFI).

Reasons for choosing 'tailoring' as the alternate livelihood source of income for



women was multi-folded: One, the women artisans live in remote areas and have to walk miles for having their clothes stitched. Secondly, if they learn the art of tailoring, they can stitch not only their own clothes but can also use it as a source of income generation by stitching for others.

And last but not the least; they wanted their daughters to be self-reliant after marriage. The training can help their daughters (nearing the eligible age for marriage) to learn & develop the tailoring skills so that even after marriage they can be economically independent by starting their own tailoring work if needed. The tailoring centres established by SETU in the villages of Mogultur and Appanarmunlika received a warm feedback as people were very happy with the centres. Motorized sewing machines, furniture, basic accessories etc. were sponsored by SETU. The trainers' fees for first few months were also sponsored.

Women artisans were delighted to be a part of the programme as now they would be able to get trained in tailoring skills and can use it as an employment opportunity, thus providing them with a livelihood alternative other than making crochet products. A total of 32 women artisans from village Mogultur and 35 women artisans from village Appanarmunlika registered their names for the tailoring programme.



Stall of Arawali Exports, Jaipur at the Intertextile Shanghai Home textiles- 2014 (27-29th August) and GIFTS & HOME SHANGHAI 2014 (29-31st August)

Awards & Recognitions

Ms. Tasnim Khorakiwala, CEO, Last Forest Enterprises received the 2014 SEED Low Carbon Award at the International Awards Ceremony during the SEED Africa Symposium in Nairobi, Kenya

Coming Up...

**FAIR TRADE FORTNIGHT
CELEBRATIONS**

"FAIR TRADE PEOPLE"

2ND TO 16TH OCT 2014