

**FAIRTRADE  
FORTNIGHT 2014**  
2<sup>nd</sup> - 16<sup>th</sup> OCTOBER

**“FAIR TRADE PEOPLE”**

Fair Trade Forum-India, along with its members celebrated **Fair Trade Fortnight** from 2<sup>nd</sup> to 16<sup>th</sup> October 2014. The theme for this year's celebration was 'FAIR TRADE PEOPLE'. The people who are part of the Fair Trade voice, that include-the producers and artisans, consumers, individuals who support Fair Trade, social entrepreneurs, Fair Trade organisations, the Fair Trade networks and the advocates and promoters of Fair Trade.

FTF-I members across India organised various Fair Trade awareness and promotional events and programs to spread the message of Fair Trade in India. FTF-I supported the members by providing promotional materials like posters, banners, Fair Trade merchandise and materials for signature campaign for 'I SUPPORT FAIR TRADE'. FTF-I also did social media Fair Trade campaigning by posting inspiring 'Fair Trade stories' of 'Fair Trade People' on FTF-I Facebook page and website through '15 days 15 stories' during the Fortnight period. (To read the stories please visit this link: <http://goo.gl/xZ4bxW>)



A Fair Trade Awareness program was also organised by Jan Kala Sahitya Manch, Jaipur, Rajasthan, jointly with two more members from Jaipur-SETU-the Bridge to artisans and Arawali Exports. The fortnight programme started with a welcome to all the students, faculty and guests showed up and a short introduction given by Ms. Meenakshi Singh, Dean (Academic). Further, Mr S G Ranjan, Dean (projects, Internship & Placements) also explained about the association of IICD with FTF-I and relevance of the program to their study, craft sector and asked to call upon their fellow students to join us at the fortnight. After this the Inaugural session, Mr. O P Yadav, introduced the students to Fair Trade Forum India. Then the floor was given to Kamal Kishore of Jan Kala Sahitya Manch Sansthan, and Treasurer of the Fair Trade Forum India. He introduced everyone to the



organisation, its processes and practices. He told about the work of JKSMS which focuses on the major areas like the Right of the Children, Health and hygiene, Social mobilisation and on a sustainable livelihood for its workers. He also explained JKSMS's association with the Fair Trade Forum India for the last five years and how the Fair Trade practices are changing the life of the artisans with the implementation of the 10 Fair Trade Principles, how Fair Trade provides more sustainable development opportunities to the artisans. After this he told about the growing of the Fair Trade movement within India and the importance for the young designers to engage in the movement. They should be associated with Fair Trade as a volunteer or professional and how they can become an ambassador of Fair Trade in their future lives. After this the

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**Note:** All the information in the newsletter is taken from the members or extracted from their legitimate website and social networking sites. FTF-I will not take responsibility for any wrong information or references found in this issue.

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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](mailto:info@fairtradeforum.org), [ftfindia@fairtradeforum.org](mailto:ftfindia@fairtradeforum.org)

platform was given to Mr Koen Paasman , an intern from VHL University, The Netherlands who spoke about Fair Trade on Global level.

Lastly, Ms. Lauren Adelman, founder of human revolution clothing, USA shared about her Fair Trade experience. She gave a brief introduction on her company and its practices, designing and producing of clothing in a fair way. Before moving on to the reason she started the company in the first place. She also thanked Mr Ranvir Sisodia from Dharohar, Gujarat for facilitating her participation in the programme.

After this the students were asked to throw questions to the panel. The questions were on certification process and on the system of how organisations are monitored by auditors as well as what happens on failure of complying with the criteria after the auditing process. Other questions were relating to the costs of the membership enrolment and global body of Fair Trade.

After the questions there was a small discussion with the Director of the Indian Institute of Crafts and Design, Dr Satish Bharadwaj, about the collaboration with Fair Trade Forum India in future perspective.



The topic discussed was the exchange programs with shared cost as well as possibilities for internships or case studies. The Director referred his meeting with FTF-I President, Mr Mallikarjuna lytha, two weeks before and welcomed the idea of a long term understanding between IICD and Fair Trade forum India. The program ended with lively interaction among students (more than eighty), IICD faculty, representatives from USA and France (two each) and speakers over a cup of tea/coffee and snacks served by the organisers.



**The Ants Craft Trust, Bangalore celebrated Fair Trade Fortnight with their producer groups from Northeast. They visited different artisans group in different parts of Assam, Meghalaya and Manipur, promoting Fair-trade by holding Fair Trade workshops and events at each place. The Ants along with Aagor Dagra Afad, shared about Fair Trade, its principles and how FTOs all over India are working with artisans and produces to provide them a Fair Deal for their products and empowering them through various social development programs. The Ants distributed Fair Trade Forum-India's merchandise like caps, posters, T-shirts to all the producers.**

A Festival cum Solidarity Sale was organized at TARA in New Delhi from 25<sup>th</sup> Sept to 22<sup>nd</sup> Oct 2014. The objective of the Solidarity Sale was to sell the fair produced crafts to support Solidarity and Community projects as part of the Fair Trade Fortnight celebrations to reach the consumers. The Sale received good response and a number of visitors from the nearby offices and localities visited the Sale, appreciated and bought the crafts. Useful information spreading awareness about Fair Trade was exchanged between the customers and volunteers of Tara. It provided a new insight about Fair Trade to the visitors. Many took keen interest and pledged their support for Fair Trade. They were also informed about other Fair Trade Shops and Fair Trade India Brand. The event also created awareness about the socio-economic projects of Tara.



We cordially invite you to

**Festival Solidarity Sale of Handicrafts and Accessories**

Hand-made in Dignity with due respect to environment...

"As a conscious consumer your buying can make a difference"

From:- 25<sup>th</sup> Sept to 22<sup>nd</sup> Oct, 2014  
Timings:- 9:30 AM - 8:00 PM

**Tara Projects Association**  
Venue : 260, Okhla Industrial Estate, Phase-III (Near Modi Mill), New Delhi-110 020  
Phones : 011-2683 9721, 2691 8037

Sasha, Kolkata organised a Fair Trade awareness campaign week to spread the message of Fair Trade in India and its ten principles that SASHA advocates. Sasha brought to the forefront once again the artisans who have benefitted from this trading partnership. .



### Upcoming...

FTF-I is facilitating-

Participation of 25 women entrepreneurs among its members in the upcoming "Women of India" exhibition organized by Ministry of Women and Child Development from 12th to 19th November, 2014 in New Delhi in Dilli Haat, INA

Participation of women members in Kala Utsava from 26th to 29th of Nov, 2014 organised by Sabala Handicrafts, Karnataka in collaboration with INTACH, New Delhi, Karnataka State Women University, Bijapur and Chaitanya Mahila Co-operative Bank Ltd. Bijapur

-FTF-I Executive Council Meeting of the new board 2014-16 to be held from 5th Nov (PM) to 7th Nov 2014. The EC invites all members to send the points of discussion and valuable suggestions for the development of FTF-I strategic plan 2015-2019.

-Vocational Training for Youth under "Sustainable Solutions in the Fight Against Child Labour in Home-based Craft Production" on 12th Nov 2014.

-FTF-I is organising a program for children in collaboration with Gandhi Smriti Darshan Samiti, New Delhi on 17th to 19th Nov 2014

-Fair Trade Gurantee System Workshop to be held in January 2015 at Bangalore, Mumbai and Delhi. Details will follow.



A Workshop was organized as part of Fair Trade Fortnight celebrations jointly by SIPA and Fair Trade Forum-India, New Delhi with the Department of International Business, Pondicherry University.

The workshop was presided by Dr. P. Sridharan, Head - Department of International Business and Dr.K.Panchaksharam welcomed the Participants / Students and Chief Guests and briefly explained the concept of Fair Trade activities of Fair Trade Forum – India and the background of Fair Trade Fortnight Celebrations and at reaching out to more of Youth Consumers and Students. Dr.R.P.Raya, Dean, School of Management delivered the Inaugural address observed that the International Business is witnessing an opportunity that requires various stakeholders and their approaches with solutions. He had mentioned that role of IT field and their participations in Fair Trade. Also the need for alternative approaches,



frameworks and expectations were explained. Fair Trade concept is to be taken seriously as the concept is focusing socio-cultural and environment friendly preferences and aspirations. While speaking, he quoted the discussion he had with international Business experts about the important element in any business ie. "HONESTY". He wished the workshop mark a new milestone and success.

Prof.Dr. Ratna Natarajan, Former Faculty of Pondicherry University and Past Dist. Governor was Special Guest in the programme. He had shared his experience and association with Fair Trade Forum-India over 10 years. He shared about business and its journey to profit-customers. He quoted that percentages of satisfied Customers in a business is very less and with Fair Trade. Customers' satisfaction level will increase many fold as they are aware of the source and fairness in production process.

Dr. Panchaksharam explained the concepts of Fair Trade and its development since its inception and the role of SIPA in promoting fair-trade in South India. He had introduced few artisans - a National Awardee, Mr.Munusamy and Mr. Riaz khan, Social Entrepreneur. Subsequently, they had shared their experiences with Fair-Trade concepts and their adherence in promoting fair trade to the satisfaction of the Consumers and to their satisfaction & pride.



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

### Progress on implementation of the model in the project areas:

All efforts of the project this month was to sensitize the parents and the teachers of the locations to facilitate the process of enrollment of new children to learning centers. Regular interactions, meeting, awareness programs and advocacy were done with community members to make this process smooth and effective.

Total of six parent- teacher meeting (PTM) were organized in the learning centers and 132 parents participated in these meetings. These meeting were held in Jafrabad, Selampur, Sangam Vihar, Daryaganj, Bhatti, and Nebsarai learning centers.

Five 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.

Six Youth group meetings were held in Jafrabad, Selampur, Sangam Vihar, Daryaganj, Bhatti, and Nebsarai Centres.

Fourteen 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. Total children mainstreamed till date under this Project counts to 612.

Four Vocational training were organized in Jafrabad, Selampur, Sangam Vihar, and Daryaganj Centres. 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.

### Further plan of action:

1. Meetings on supply chain mapping
2. Interactions with supply chain actors in each location.
3. Workshop on Process Documentation proposed for 30<sup>th</sup> Oct'14
4. Special vocational training for youths proposed for 12<sup>th</sup> Nov'14
5. Disseminations / National Conference proposed for 8<sup>th</sup> and 9<sup>th</sup> Dec'14.
6. Support Field Partners and Learning Centres for following activities:
  - conducting multi-stakeholder meetings
  - linkage of workers to health schemes
  - linkage of workers to insurance schemes
  - linkage of workers to artisan cards
  - linkage of workers to other government schemes
  - capacity building on public provisions
  - organizing medical camps
  - capacity building on supply chain management
  - organizing parent teacher meetings
  - monitoring of learning centres

### Congratulations!

Mr. Mathew John from Keystone Foundation, Kotagiri, Tamil Nadu has been re-elected as Vice President from India in the World Board of IFOAM-International Federation of Organic Agriculture Movements



Ms. Jabeen, Founder of FTO-Sahaj, Dahod, Gujarat completed 25 years of her journey on 22nd Oct 2014, working for the development and empowerment of tribal women artisans of Gujarat.

## Workshop Child labour awareness by SETU-the bridge to artisans, Rajasthan



SETU organized a workshop for spreading awareness on the burning issue of child labour, especially in the craft sector of making lacquer products, at one of our partner artisan groups on 28th September in Jaipur (Rajasthan). This group is engaged in making lacquer products and makes beautiful artefacts & jewelry. The workshop was considered necessary for the artisans & their families to make them aware about the ill-effects of child labor, the existing legal framework on the issue and how it ruins a child's life and deprives children of a safe and happy childhood that they deserve. In the session, the prevalence of child labor in the lacquer industry was discussed and it was stressed not to engage

children in making lacquer products. A survey conducted earlier revealed that even today many children are being employed as workers in the lacquer industry in general. Instead of sending their children to school, artisans engage them in doing the work so that they can help support the families. SETU strongly criticises any form of child labor and thus the artisans involved in making lacquer products with SETU are not allowed to take work from children. SETU strictly monitors the work practices of artisans associated with them. This workshop targeted the general artisan community on a larger level so that the artisans not associated with SETU could be addressed to help abolish the malpractice.

The workshop started with a general discussion on the topic of child labor, its presence in the lacquer industry, its effects and laws on the issue. The participant artisans presented their views and opposed child labor and said that they want their children to study and become good citizens on growing up. They too have ambitious dreams for them as any other parent. SETU team members applauded their opinions on the issue and said that children should be motivated to go to school, to enjoy their studies and should be made to understand the importance of school education because in today's scenario, only education has the power to change the living standard. By receiving education, their children will become self-reliant and respectable citizens on growing up and will be able to carve a life of dignity and ease for themselves. About 15 artisan families participated in the workshop.

## Fair Trade Trainings organised by MESH, Delhi

MESH ran training programmes for the artisans at Physically Handicapped Training and Rehabilitation Centre (PHTRC) in Sangli, Maharashtra and Peoples Action Group for Inclusion and Rights (PAGIR) in Leh, Ladakh. During the three day trainings Mr. Mathew from MESH recapped on the basic principles of fair trade and then worked with the groups to help them answer the questions in the WFTO Self Assessment Report (SAR) so that they can measure how well they are doing in complying with those principles and plan for areas of improvement. PHTRC provides weaving work for people affected by leprosy. They had an industrial dispute a couple of years ago which saw the artisans walking out and nearly shutting down the unit. It has come through that difficult patch and is back up to strength of 18 people so the need to work with them on better ways to bring change and compliance was timely.

The special challenges for artisans with disabilities in the high mountain areas around Leh are many. Accessibility is difficult and the local attitudes towards disability and the environment are being challenged all the time by the work of PAGIR. Mathew reported being amazed at the determination of Iqbal, the President of PAGIR and the other artisans with disabilities in that difficult and isolated terrain. Some of the home workers travelled 200 km for the workshop and one wonderful blind lady has plans to come to Delhi to learn massage so that she can set up the first massage spa in Leh.

## Launch of Sandur Studio cum Exhibition by Sandur Kushala Kala Kendra, Karnataka



Sandur Kushala Kala Kendra, Sandur, Karnataka launched "Sandur Studio"(Handicraft Emporium) event cum exhibition on 11th Oct-2014, at their newly constructed head office building situated at No.6 Bowring Hospital road, Shivaji Nagar, Bangalore. The event was inaugurated by Smt. Arundhati Nag.

The program saw live demonstrations of craft and embroidery work being done by the Lambani women artisans. The exhibition was also a success with the local Sandur people enjoying exposure to beautiful and ethnic Fair Trade handicrafts.

## Exhibitions, Festivals & Fairs

### Annual Fair Trade Fair by Sasha Kolkata, 24th to 28th Sept 2014



The 8th Annual FTF was inaugurated with great fanfare by Helen LaFave, the US Consulate General. Ms. LaFave & Roopa Mehta, CEO Sasha lit the ceremonial lamp thus marking the beginning of a five day extravaganza at the sprawling Ice Skating Rink venue. The Exhibition was attended by noted actress Dolly Basu, designer Sharbari Dutt and Ananya Bhattacharya of Banglanatak.com. The Fair brought together consumers and producers who are committed to the cause of Fair Trade. A treasure trove of beautiful crafts & textiles from all over India, and a valuable chunk of our priceless heritage and traditions: all this was presented in a contemporary avatar.

Dedicated to the cause of highlighting the world of Craft & Design the five days were a treat for all the connoisseurs of handicraft. Equally popular with the Expat community, the Fair attracted a great deal of support from people from different backgrounds. Excited visitors from Bangladesh and loyal customers were elated to have a shopping experience of this kind under one roof. Shoppers looking for unique accessories and stationary items had an abundance of shopping choice in Jugaad, Ochre, Kumbaya, Gramin Vikas Chetna, Sadhna, Sabala, Vastram, Malkha, Parampara, Banglanatak.com, Haatthi Chaap, Anwesa Tribals and Calcutta Rescue.

Mothers looking to dress up their tiny tots crowded at the Dastkar Ranthambore stall, a first time entrant. So did Purkual Stree Shakti. The woven quilts and durries for kids added to the attractiveness of the textile display. The resplendent saris, kurtis, dress materials from Urmul, Kilmora, Suresh Prints, Chitrakala, Sandur and SwambharNari was a big draw. CSWS, Shanti Kutir and Saathi Samaj were high on quality, design and utility. Colors, textiles, mirrors, patterns the venue was abuzz with activity.

The shopping experience that SASHA brings together every year has been well received across the city. We are sharing some images that convey some great family moments and an exhilarating time the shoppers had at Ice Skating Rink.

### Parivartan Crafts Mela by IRFT, Mumbai, 12th Oct 2014



International Resources for Fairer Trade (IRFT), Mumbai organised Parivartan Craft's Mela 2014 during the festive season of Diwali, at Vishwakarma Baug Hall, Vile-Parle West, on Sunday, 12th October, 2014. The festival was open to all NGOs who are into manufacturing art and craft products. Two of FTF-I members-Creative Handicrafts, Mumbai and Dharohar, Gujarat also participated in this mela.

### MESH out and about and enjoying the holiday season

**Blind School Mela:** Great sales at The Blind School Mela which is one of MESH's favourite places to sell during the diwali season! We focus entirely on toys and wow the shoppers with brightly coloured cuddly animals, dolls, bears and even the odd snake! We were allotted a free stall from 18<sup>th</sup> until 20<sup>th</sup> October. The demand for stalls is huge so we are very grateful to the management that allots a certain number of stalls to NGO's without taking a vendor's fee.

**AADI mela:** Action for Ability Development & Inclusion (AADI) located on Balbir Saxena Marg near Haus Khas works with people with multiple disabilities helping parents to get the best out of their different children, linking to special schooling and vocational training. This term MESH has been linked to a new project to help mentally challenged young adults to run their showroom. One young person is given the responsibility to manage stocks from MESH which are taken on consignment for sale. Sales in the first month were modest but MESH soft toys are popular as always. Then on 18<sup>th</sup> October Rohit, one of MESH staff team who is an alumni from AADI went with Krishna to sell a broad range of MESH products at AADI festival mela on 18<sup>th</sup> October. MESH was also at The British High Commission Festival Mela and a number of large private companies where we put up a stall in the offices.



## Exhibitions, Festivals & Fairs

### FTF-I Participation in Jaypee Fastrack Cranival, 19th Oct 2014



FTF-I facilitated the participation of **Tara Projects, Delhi** and **Gramin Vikas Chetna Sanathan, Barmer**, at Jaypee Fastrack Cranival, organised by Jaypee Greens Sports City and Investors Clinic on 19th Oct 2014 at Budhh International Circuit, Sec-25, Greater Noida, Delhi NCR. The corporate event saw people from Jaypee Groups various offices all over Delhi to celebrate the Diwali festive season together. Tara sold lots of candles and fashion jewellery, whereas Gramin Vikas sold beautiful applique and kantha work bed sheets and cushion covers.

FTF-I also had an information cum Fair Trade merchandise stall, where it could generate enquiries related to membership and business. FTF-I also sold few of its merchandise like desk-top boxes, bags, pens etc. Ms. Annie Mookerji from Jagan Institute of Management Sciences, Delhi assisted as a volunteer to promote Fair Trade among the visitors, along with Ms. Amy and Mr. Dev from FTF-I team. Mr. Koen from Netherlands, who is currently undergoing internship with FTF-I also participated in this event.

### “My exciting two months with FTF-I and its members..”

-By: Koen Passman, VHL University, The Netherlands



My two months with Fair Trade Forum India were quite amazing. I was warmly welcomed upon my arrival by all employees. On the first day I was still a little bit unsure if the organisation was the right choice for me, but in the end I enjoyed every day at the office as well as every field trip. In the first day I was already invited to attend a meeting with an organisation seeking to apply their producers for a membership in order to chain certification by Fair Trade Forum India.

As expected, in the first week there was a schedule of desk study on several topics such as entry audit procedures, the current project (Fighting Against Child Labour) and much more. I was able to request any information of the organisation that I required and was quite surprised how freely some information was shared with me. After the first week there were field trips scheduled to several member organisations. I first visited the member

organisations and carried out some interviews with the employees and to learn more about how they implemented the Fair Trade principles. I was always welcomed and provided with all the information I requested. After several field trips to the offices of the member organisations it was time to visit the producer groups and artisans within and outside Delhi. One of the highlights of the placement was a trip to Jaipur to help with the hosting of a Fair Trade Fortnight for craft and design student as promotion of Fair Trade. At the fortnight I gave a presentation on Global Fair Trade after which I enjoyed the rest of the program. During my trip to Jaipur I also worked a few days for one of the member organisations (Jan Kala Sahitya Manch Sanstha) which supports poor and homeless children by providing them with accommodation and education. The organisation is also committed to health promotion and provides several health benefits. Another highlight of my placement was the visit to Tara Projects who invited me to accompany them to the Fastrack Carnival which gave me a great experience on participating in a fair. Overall I had a great time and valuable learning experience thanks to the hospitality of the people and their willingness to help making it an irreplaceable experience.