



2017 WFTO Conference Report_

Introduction

The WFTO conference has grown in size. Over 300 participants from 60 countries came to debate and network at the largest biennial Fair Trade gathering in New Delhi, India, from 9 to 13 November 2017. It is a milestone because this is the goal - that of bringing more people to discuss issues and exchange ideas. The conference was attended by representatives from the Fair Trade supply chain, policy makers, and other professionals.

Over 25 topics under the theme 'Fair Trade - a path to sustainable development' were discussed and presented, including the improved WFTO Guarantee System, which is not only a Fair Trade compliance tool but also a development tool for sustainable development.

Conference participants rated the conference with a 4 out of 5 score, 5 being extremely useful to their work or business. Participants were happy and satisfied in areas, according to the overall result of the conference experience survey. The feedback we received will help us organise the next conference even better.

We are thankful to our co-organiser Fair Trade Forum India. Your help and support allowed us to run the whole event from start to finish with ease and efficiency.

[Link to WFTO conference presentations here.](#)

[View and download conference photos here.](#)

[Watch interview videos here.](#)

[Excerpt conference experience survey in graphs.](#)



Opening

The opening ceremony is always a notable part in every conference. The Delhi conference is no exception.

WFTO President Rudi Dalvai welcomed the participants and introduced the conference title 'Fair Trade, a Path to Sustainable Development.' In his welcome message, Rudi said that the WFTO Conference has become one of the most important international Fair Trade meetings where issues are debated and ideas exchanged. He said the title was chosen to reflect the current aims of Fair Trade, which are congruent with the sustainable development goals (SDGs). He cited the daily themes as reflecting the important topics and conversation that fair traders should address, such as 'Fair Trade Responses to a changing market environment' and 'Trading your way to sustainable development' (Fair Trade as a tool for development).

Representing the conference host and co-organiser, Mallikarjuna Iytha welcomed guests and participants. The opportunity to host has allowed them to showcase Fair Trade in India and their contribution to the global growth of the movement.

This year's edition is the 14th in the biennial series. Looking back at the humble beginnings, Kuppusamy Panchaksharam a.k.a. Panchu of SIPA Fair Deal Trust showed a photo presentation of the previous WFTO conferences. He was proud to have never failed to attend all of them. For each slide, Panchu shared his personal recollections, which became warm and sentimental reflections highlighting the evolution of the WFTO biennial conferences.

The traditional opening ritual is the centrepiece of the whole programme. Representatives of WFTO and host organisation Fair Trade Forum India, together with keynote speakers took part in lighting an oil lamp, an Indian customary rite held before an important activity. It symbolises wisdom, knowledge and prosperity.

The keynote speeches followed after the ceremony.

Summaries of the keynote speeches

Devinder Sharma

Devinder Sharma is a distinguished food and trade policy analyst. He is an award-winning Indian journalist, writer and thinker, well-known and respected for his views on food and trade policy. Trained as an agricultural scientist, he worked as a journalist for the Indian Express. He then quit active journalism to research on policy issues concerning sustainable agriculture, biodiversity and intellectual property rights, environment and development, and the implications of the free trade paradigm for developing countries.

Sharma gave an inspirational keynote speech calling Fair Trade organisations to work towards mainstreaming Fair Trade. "Fair Trade encompasses the principles of sustainability and equity, and guarantees the producer a fair price." He said Fair Trade is key in addressing the problem of inequity and destruction of the environment brought about by globalization. Conventional trade, according to Sharma, destroyed millions of livelihoods, especially that of farmers, and has 'inflicted a huge cost on the planet.'

Citing his research on farmers' suicides in India, he argued that conventional trade failed to deliver its benefits to small farmers. With little or no support to small farmers' livelihoods, many were driven to



desperation. He said farmers faced so many difficulties like unfair practices and dealing with climate change. Bringing more livelihoods to small producers through Fair Trade is key and called upon members of WFTO to help instill more livelihoods in communities.

He also mentioned that the academia and policy makers have important roles in promoting fair practices in trade.

Tomasz Kozlowski

Tomasz Kozlowski is the current Ambassador of European Union to India. He has served as the Ambassador of the European Union to the Republic of Korea. He was also a member of the Polish Diplomatic Service. He has served as the Ambassador of Poland to Pakistan and as Director General for Asia at the Ministry of Foreign Affairs in Warsaw. He also worked for the United Nations in Cambodia and South Africa. His publications include articles and book chapters on development cooperation, security issues and EU-Asia relations.

Tomasz Kozlowski delivered a motivating and informative speech about Fair Trade and EU policies and initiatives in the framework of sustainable development goals (SDGs). He lauded the Fair Trade movement for its goals and achievements, especially driving consumers' awareness. He cited that "...fair and ethical trade schemes have converted that awareness into tangible benefits for producers and workers in developing countries."

The achievements are just a beginning, he said, and "work ahead is enormous." He cited three areas for improvements in Fair Trade: more awareness among consumers, acceptance of the Fair Trade method by producers in developing countries, and ensuring the retail price paid by consumers actually reaches the farmers and producers it is intended for.

While mentioning the challenges ahead, Kozlowski cited the EU fair trade policy and list of actions in promoting fair and ethical trade:

- Fair and ethical trade will be supported by the sustainable development chapters of EU Free Trade Agreements;
- Cooperation with International Trade Centre to design the first edition of the "EU Cities for Fair and Ethical Trade Award", which aims to acknowledge and promote efforts of EU cities on sustainable trade;
- The role of EU Delegations across the world in promoting fair and ethical trade;
- Switch-Asia project in India and Bhutan, an initiative to promote sustainable consumption and procurement; and
- Fair Trade supply chain development in India and Nepal.

Kozlowski concluded his speech by assuring "European Union's commitment to fair and trade ethical is an important part of Europe's policies."



Vandana Shiva

Scientist, philosopher, feminist, author, environmentalist and activist for peace, sustainability and social justice. Dr. Vandana Shiva was born in 1952 in Uttarakhand, India. Her father was a conservator of forests, and her mother was a farmer with a deep love for nature. Her parents were staunch supporters of Mahatma Gandhi, who remains a profound influence on her thought. Echoing Gandhi, she says, "I have tried to be the change I want to see."

Peace and biodiversity activist Vandana Shiva delivered a captivating keynote speech on the second day of the conference. Her staunch criticisms on free trade and global cartel were very fitting to the theme of the day "Fair Trade Changemakers."

Shiva fired off by unmasking the nature of 'unfair trade.' According to her, unfair trade is free trade written in the rules of WTO and free trade agreements like NAFTA, AFTA, TPP and more. She said these agreements enforced the increasing marginalisation of producers, and cited the decreasing income of coffee farmers as a concrete example.

She termed the global corporations that usurped the unjust free trade system as the 'poison cartel' that hijacked trade policies and governments, especially the south. She said members of the cartel are the ones responsible for the 'cheap and poison food' on the shelves of supermarkets and the 'cheap, slave garment' from the sweatshops.

"Sowing the seed of justice is not an easy act," said Shiva as she encouraged the audience to challenge the cartel through Fair Trade. She also gave advice to the audience that "Fair Trade has to be ecologically sustainable" and take into account the issue of biodiversity, climate change and encouraging growth of the local economy.

Nicolette Naumann

Nicolette Naumann is the Vice-President of the trade fairs Ambiente and Tendence at Messe Frankfurt. After completing her university degree in Educational Studies and Sociology, she started her career at Messe Frankfurt as Press Officer for textile trade fairs, then as Facility Manager for consumer goods trade fairs and later as Business Unit Manager for innovation management.

The keynote speech of Nicolette Naumann centred around "how the changing market environment affects trade fairs and how Fair Trade can be part of the response." She explained that the subject is broad and she would only touch on Fair Trade based on their experience at Messe Frankfurt. She talked about the struggle between keeping up with the changing market and maintaining standards. For Fair Trade, the social standard is clear, and achieving its goals should be made with consideration of profitability to be able to continue. She pointed out that there are changes in the markets that favors the goals of Fair Trade.

Sharing their experience at Messe Frankfurt, Naumann identified key points for market success: products responsive to consumers' demands, innovative and forward-looking products, and trends. Messe Frankfurt trade fairs are dedicated to the future. She said they envisage products that can be sold successfully in the following year. They also played a role in influencing trade fair visitors, like colour trends or profitable product ranges. She mentioned as an example that if they "mark out all the exhibitors who offer Fair Trade goods and if this number takes on a noticeable size, our visitors will go home and consider Fair Trade to be something, they should be thinking about."



She also mentioned the 'Ethical Style Guide' of which WFTO President Rudi Dalvai is a jury. The guide lists exhibitors at Ambiente that offer eco-friendly materials, resource-conserving production methods, fair and social production, recycling and upcycling designs, craftsmanship and innovations.

Naumann briefly examined the actors in the market: product, demand (retail trade) and the consumer. She argued that the Fair Trade goals of improving the lives of producers as a marketing story is a good entry point in attracting consumers, but there are three important elements that should be considered by fair traders (top of the list): quality, attractiveness and price. She said success depends on how competitive the product is in these fields.

She challenged fair traders: "Only when the manufacturer can afford the same products as the consumers at the other end of the world, can we talk of genuine fairness." "Do not rely on the compassion of the consumers. Rely on your skills. The social aspect may be the reason why customers all over the world are buying your product. Your skills, your knowledge, as a result of your intensive everyday work with your raw materials, their originality, as a result of the connection between your work and your culture are the reasons why they buy them time and again."

Naumann lauded the works of fair traders, but she challenged them to go beyond paying fair price for producers. Without undermining the goals of Fair Trade, she cited the importance of craftsmanship, culture, reliability, and professionalism because the world wants Fair Trade products.

Geoff White

Geoff White is the CEO of Trade Aid Importers Ltd, New Zealand's largest and oldest fair trade company. He is Vice President of the World Fair Trade Organization and a Board member of New Internationalist NZ. Geoff has a strong interest in international trade rules and global supply chains and their impact on developing country economies.

Dynamic marketing strategies are needed to be able to make Fair Trade a successful business model. This is the keynote message of Geoff White, CEO of Trade Aid New Zealand and Vice President of WFTO, during the fourth day plenary session.

Speaking to fellow fair traders, Geoff said Fair Trade enterprises are not connecting well enough with consumers. "We can't be passive retailers." He advised that to be successful, a Fair Trade business should be more active and use potential resources to relate with consumers.

As New Zealand's leading company for sustainability for the second time (2016 and 2017), Geoff shared their experience in reinventing Trade Aid, not only as leading Fair Trade organisation in the country but also as a commercial enterprise. Survival in the market and to be able to continue to provide livelihoods for producers, are key motivations why they have been aggressively connecting with consumers and their markets.

"From social and environmental perspective, we appear very strong as sustainable business. But financial sustainability, we are not so strong." Trade Aid went through a make-over process for a period of time. To be financially sustainable they eyed three strategic areas where changes are needed: price margins, cost of goods and sales.



Taking into consideration the three components, considerable improvements were made in product designs and pricing, and marketing. To increase the gross profit, of which according to Geoff the engine of businesses, they need to attract more consumers. To do this, they invested in making their shop appealing to shop goers. They focused on product presentation in shops and innovative story-telling to strengthen consumer connection to Fair Trade. Besides sales, they also addressed a good balance in price margin and cost of goods.

Geoff identified criteria for Trade Aid: design-led and functional products, target specific industry, multiple partners, limited competitors, rethink dealing with crafts, department store-style of selling is not the future, alignment of values, and limited interference to their shops.

Summaries of Workshop

Day 2 – Fair Trade Change Makers

Panel – Sustainable Development through Fair Trade and Entrepreneurship

By Fair Trade Forum - India



The panel was chaired and moderated by Mr. lytha Mallikarjuna, President, FTF-I, and the panellist were representatives from prestigious Business Enabling and skilling Institutions like Exim Bank represented by Mr. Ashish Kumar and National Skill Development Corporation represented by Mr. Jaikant Singh, Head –Partnership Alliance and State Alliance, along with Mr. Siva Devireddy, Founder of award winning Online Social Market Place Go-Coop and Ms. Swapna Das, leading Social

Entrepreneur and G.M of Equitable Marketing Association. Mr. lytha Mallikarjuna explained the relevance of this panel to the Fair Trade Organisations and how FTO's can choose the right enablers and partner with these Institutions to create sustainable business models.

Mr. Ashish Kumar- EXIM Bank

Mr. lytha then went on to introduce Exim Bank and its flagship schemes and requested Mr. Ashish Kumar, DGM, Exim Bank to explain it in detail.

Mr. Kumar took the opportunity to share the journey of Exim Bank and how it has grown from an Export - Import bank of India to Export – Import Development Bank of India. He explained that though Exim bank works on Business Principals and till date has made profit every single year from its inception, which is a truly a great achievement to accomplish, it always has maintained a sustainable angle. He also explained how Exim Bank perceives Fair Trade and how the



bank has been supporting Fair and Sustainable Trade Initiatives. He seconded his claims by discussing how Exim bank doesn't just provide loans but provides the organisations with a lot services like market development and capacity building support. It also has a Research and Development Wing to support organizations in carrying out such activities. He further added that the bank makes lending more palatable by charging only the interest and no other surcharge as the banks in India are not allowed to lend below the cost of funds. Mr. Kumar shared that the Mission and Vision of Exim Bank over the years have been evolved to support sustainable Development Goals and Fair Trade Principles and stressed on the fact that Exim Bank is not a solely profit making entity but the main focus of the institution is towards the larger public interest as a wholly owned Govt. of India Institution. He then explained about the various flagship schemes of the bank like the Line of Credits, Buyers Credit under NEIA, Overseas Investment Finance etc.

Mr Kumar stressed that BC- NEIA and Overseas Investment Finance are useful for the FTO's and they can try availing these schemes.

Mr. Kumar also highlighted that Exim Bank contributes to Fair Trade and SDG's by supporting the Producers with initiatives like Grassroots Initiative and Development (GRID), both at the production and the marketing level. The problems / issues at production level are addressed in the following sectors

- Skill/Capacity Development
- Access to Finance – Availability and Cost
- Entrepreneurship

And the problems at marketing level are addressed by the Marketing Advisory Services Group.

He then gave examples of the ventures supported by Exim Bank like-

Rural Technology and Business Incubator (RTBI) – IIT Chennai's Incubator was provided with credit support for the start-ups which were struggling to breakeven and were not able to meet the working capital requirement. A few of the start-ups which were supported are- Invention Labs engineering Pvt. Ltd., Intelizon Energy Pvt. Ltd. and Stellapps.

Skill Development Initiatives: Under these Initiative the banks conducts skilling workshops for the artisans and the workshop duration varies from 1week to 6 months where the artisan is paid an



opportunity cost as a compensation for his loss of work. The bank ties up with prestigious Institutes like National Institute of Design, Indian Institute of packaging and many more specialised Institutions to conduct these specialised workshops. He added that Fair Trade Organisations like Child & Social Welfare Society, West Bengal and Purkal Stree Shakti Samiti, Uttarakhand have already availed and benefitted from these schemes.

Mr. Kumar informed that Exim Bank also conducts and supports a lot of Artisan Exchange Initiatives and study tours and the most recent ones being "BRICS Handicraft Artisan Exchange Program" which was held at Indian Institute of Craft and Design, Jaipur in collaboration with National centre for

product design and development, where a lot of new designs were evolved; International Craft Exchange Program held in Tripura where 25 Master artisans each from Zimbabwe and India participated and exchanged skills on Bamboo Basketry in association with National Centre for Design and Product Development and Cane Development Institute, Agartala.

He concluded his address by drawing the attention to the fact that Exim bank recognises and believes that Fair Trade has been a powerful and a disruptive tool for Sustainable Development and has a lot of potential. He went on to add that though FT is evaluated to be 2 Billion Dollar market but a big threat is looming over Fair Trade as big players like Sainsbury and Cadbury are pulling out and are creating their own standards, which would cause a lot of harm to FT principles. Mr. Kumar suggested that the only solution to this problem is that we should be able to adapt quickly and keep pace with the current market and technological trends.

The Chair thanked Mr. Ashish Kumar for an informative session and then Invited Mr. Jaikant Singh from National Development Skill Council to understand the Skilling Needs as it is one of the important factors, along with financial factors to make a Fair Trade Business sustainable.

Mr. Mallikarjuna also pointed how Skilling and Training is a part and parcel of the Fair Trade ecosystem and requested Mr. Singh to explain to the audience about the Apprenticeship Act and Skill development and how Fair Trade Organisation can benefit from these schemes of the Government.

Mr. Jaikant Singh- NSDC



Mr. Jaikant Singh started his address by explaining his understanding of Fair Trade, saying that it is a real and Fair Platform which provides opportunity for grass-root and community growth and appreciated the principles of Fair Trade. Mr. Singh took this opportunity to give a message to Free Trade and said that he sees that Fair Trade will be the future. He also stressed on the fact that the responsibility of the Fair Trade

Community has increased in today's scenario as Fair Trade is getting the required impetus and the community has to be wary of the "Fair and Unfair Play of the Free Trade Stakeholders". The onus of making this Earth a sustainable and a happy place to live is on the Fair Trade Community. He said that to make this possible we need a mix of community based growth and better & unique business practices. He stressed on the fact that the current need is to move from an economic civilisation to ecological based civilization and shared his thoughts about Fair Trade platform paving the way to make this possible. He said that FT can be a platform to move towards social businesses which can be scalable and sustainable.

Mr. Singh then highlighted the change in government's viewpoint to ensure holistic development. He shared that the government's focus was also shifting from only providing skills or placements to

providing sustainable livelihood opportunities to the grassroots communities within their neighbourhood, to stop or at least reduce migration.

He told the NSDC, being a PPP entity with 49% stakes of government and 51% stakes of the industry, would be happy to put in support to strengthen Fair Trade and could be a medium to take the voice of Fair Trade to Government. He further informed the audience about how government was supporting entrepreneurship through various schemes and Financial institutions. He went ahead to describe a few of these schemes and Institutions like Mudra scheme, Startup India, Standup India, Pradhan Mantri YuvaYojana, Self-Employment and Talent Utilization (SETU), Khadi and Village Industries Commission (KVIC), National SC Finance and Development Corporation (NSFDC), National ST Finance and Development Corporation (NSTFDC), National Backward Classes Finance and Development Corporation (NBCFDC), National Safai Karamacharis Finance and Development Corporation (NSKFDC), National Minority Development and Finance Corporation (NMDFC), National Handicapped Finance and Development Corporation (NHFDC). He said that Fair Trade entrepreneurs across the country can avail the benefit of such schemes to strengthen their initiatives. He also talked about the Apprenticeship Act which was earlier available only for the manufacturing sector but now has been extended to the unorganised sector as well. He then showed the stats for apprenticeship in various parts of the world and the importance to boost apprenticeships in India and the benefits of it. He listed out few of the benefits to the organizations offering apprenticeship, like-



- 25% of the stipend given to an apprentice can be reimbursed to the employers (max. Rs.1500) and the employer can employ an apprentice for maximum duration of 2 years. Under this scheme the employer need not give any contribution for EPP, ESI etc.
- The employer can also avail reimbursement of up to Rs. 7500 for providing basic training for apprenticeship to trainees who directly come from school, without any formal training. The apprenticeship period in this case can extend up to 3 months/ 500 Man-hours.

Mr. Singh then showed the no. of Skills sets required for three of the most relevant sectors to the Fair Trade Community and the levels of skilling available. He also requested the Fair Trade platform to let him know of any other trade where Fair Trade Organisations have skilling requirements and the kind of support that is required to fill that skill gap so that NSDC can take it up and try to address the issue. He also invited White Papers from Fair Trade organizations to enable NSDC to give the required Impetus to The Fair Trade Movement. He proposed a partnership model whereby NSDC and Exim Bank could work in tandem to address various requirements of the Fair-Trade organizations and benefit the Fair Trade movement. He further added that organizations like Go-Coop could also be looped into provide the Marketplace support. He concluded his address on a positive note where he could foresee great partnerships to strengthen Fair Trade, with support from the government.

Mr. lytha thanked Mr. Jaikant Singh and invited Mr. Siva Devireddy to address the gathering. He introduced Go Coop as an organization that started as an e-Commerce platform but, over a period of time, had emerged as a social marketplace for producers and craftsmen. Mr lytha requested Mr.

Devireddy to explain his journey and his inspiration to create a platform like Go-Coop and how he had successfully got angel funding and series A funding. He also requested Mr. Devireddy to share his future plans in the global scenario as he had been recognised by the UN.

Mr. Siva Devireddy- Go Coop



Mr. Siva Devireddy started his presentation in an interactive manner by posing a few questions about digital media marketing to the august gathering..He said that he inherently believed that technology can drive social change and had followed this philosophy throughout his journey, always moving ahead with the conviction that technology can definitely help small producers in a country like India. Mr. Devireddy then briefly described his journey which started from bay area in US in 2000to how Go-Coop was conceived. He said that Go-Coop came into existence to provide a platform/ marketplace for millions of small producers. He then reverberated Ms. Vandana Shiva's words that the biggest challenge that the small producers in the craft sector/ agricultural sector are facing is that they are getting completely isolated from the market with only the big producers being represented in the market and reaping the benefits thereof. He explained that he started the

ground work for Go-Coop by studying the markets and found that globally there is a huge demand for craft sector with an estimated demand of 400 Million dollars and the demand is growing because of the growth in Tourism and socially conscious commerce. The demand for the craft majorly comes from the developed countries like US, UK and some South- East Asian countries and the production of crafts predominantly comes from South East Asia. 7 countries from South East Asian region produce more than 80 % of the crafts products in the world. He also highlighted that most of the producers are very small and are fragmented in the hinterland of these countries and not in the main cities. He shared that India is one of the largest producers of handmade and craft is an integral part of Indian culture. India has more than 1000 handloom & handicrafts clusters and more than 9 million artisans, which is more than the population of some of the South East Asian Countries. The biggest challenges that the crafts sector faces are unfairness in the supply chain, lack of Capital and capacity building (skilling). He also shared that the producers don't even get 10% percent of the realisation of the final market value and many artisans in India don't even have access to minimum basic wages. He drew the attention of the audience to the huge gap between the Selling Price in the luxury market and wages that the producers get for producing these items. He said that it is important for entrepreneurs to tackle these problems and shared his belief that these problems cannot be solved by one organisation but with the collective effort of many organisations and the areas they have to focus are: Ensuring -Fairness in supply chain; Access to Working Capital which can be done in conjunction with organizations like EXIM Bank; product design and



development-Skilling and Capacity Building, an area where NSDC can play a major role; and Strong marketing and branding support.

He further explained Go-Coop's model whereby these problems have been addressed and marketing channels have been created for producers. He shared that currently Gocoop was working with more than 300 cooperative producers, FT organization, social enterprises & NGOs on the producer side. On the demand side, it was working with more than 20000 consumers on their online portal and B2 B Buyers- wholesalers, retailers and traders. He also explained GoCoop's vision and mission and told the audience that GOCoop is based on three pillars- Environmental friendly products, Ethical Sourcing & fair pricing to producers and Focus on Hand Made. Their vision is to support a million artisans in next seven years. Currently working with 80000 artisans, they have been expanding their footprint cluster by cluster in India by building a strong and fair supply chain across more than 46 clusters. Till date they have worked with more than 300+ cooperatives and have processed more than 17000 orders from more than 20 countries with 98% fulfilment rates. They have overcome a lot of challenges at the grassroots level and on the right path of realising their vision of starting from rural level, going to the National level and finally reaching the Global level. They have launched a national level campaign called 'Go-Swadeshi' to motivate consumers to connect with artisans and start adopting hand made products. He shared his feeling that markets are global in many ways and the need is to bridge the gap between small producers and the global markets and this has become possible through technology. He proudly shared the fact that many small producers, who have not even had a formal education, were using technology today to sell to international buyers directly, through Go Coop. He further shared that GoCoop received the First national award from Govt of India for e commerce and was the first company to be introduced by Mr. Sundar Pichai, Google CEO at launch of Google unlocked. Go-Coop was also invited to be a part of United Nations ESPAC Trade and Sustainable Development conference. He concluded his session by saying that being a Social Entrepreneur is never easy and there are a lot of challenges but having a vision and a clear plan is necessary to be successful and he said that he is proud that Go-Coop realised its vision of enabling a small producer in India to sell their products to a buyer in San-Francisco. Mr. Devireddy finally said that what we are is because of our own choices and instead of blaming others we need to change the mind-sets and bring collective conscience in people around us and then a lot can be done to achieve SDGs.

Mr Lytha invited Social Entrepreneur and General Manager of Equitable Market Association Ms. Swapna Das who pumped life into an organisation which was derailed and brought it to the forefront. He requested Ms. Das to share the journey of EMA and the challenges she faced and how she defeated those challenges to script this success story. He said that he was sure this story will inspire everyone as the FTO's across the world are in a transition mode and the story of EMA will relate to everyone sitting in the audience in one or the other way.

Ms. Swapna Das- EMA



Ms. Das started her presentation on a humble note by saying that every organisation faces its own set of challenges and EMA also faced their share of challenges but came out stronger and a better entity through Fair approaches and practices. She then shared the growth stats, the products and the nature of workforce of EMA.



Ms. Das explained the strategy that EMA adopted to sustain the business and stabilize its growth. To attain economic sustainability EMA decided to price their products in a competitive manner and to improve their purchase policy and sourcing of raw materials. Ms. Das said these improvements have helped her organisation in a great way to grow as well as improve the profit margins. Other areas where EMA is concentrating are -producing an Environment friendly Product line and Design Development. She said that EMA has channelized a lot of energy and money towards these two areas and is moving towards becoming a completely environment friendly product manufacturer. She also gave the example of how EMA is recycling the water in their Textile Unit, replacing conventional lights with LEDs and the installation of Solar Water Heaters plants. Ms Das stressed on the importance of good working conditions and how EMA has changed the things for their artisans and craftsmen working with them. She also talked about how EMA is putting in a lot of efforts to build a good workforce and has a selection procedure and policy whereby they select people who are really in the need of employment. In addition, they focus a lot on capacity building of their workforce, even sending their artisans abroad to learn and hone their skills. Ms. Das also proudly shared the community development programs and how these programs have helped EMA to cultivate ABLE and LOYAL workforce and the average work span at EMA is 5 years. She explained that these policies helped EMA to overcome their challenges and come to the forefront again.

Mr. lytha thanked the all the panellist for being a part of this panel and requested Ms. Moon Sharma to felicitate the entire panel.



The WFTO Guarantee System Updated

By Members of the WFTO Standard and Guarantee System Committee: Carol Wills, Jacqui MacDonald, Mike Muchilwa and Alessandro Galardi

The WFTO Guarantee System Standard and Compliance Criteria, based on the 10 Fair Trade Principles, is a sustainable development tool that enables Fair Trade Organisations to improve practices within their own organisation and in their supply chains and, so, become better recognised and trusted in the international market. In the summer of 2016 the WFTO Board asked an international working group to take another look at the Guarantee System Standard approved in Rio in 2013, simplify it, clarify it, shorten it if possible and make it more accessible. The re-draft went out to consultation among members and other stakeholders in December, further changes were made and were approved by the Board at the end of May (2017).

Four members of the WFTO GS Committee made presentations during the workshop. Allison Barrett and Alessandro Galardi gave an overview of the revisions to the Standard. Ram Bhat and Mike Muchilwa covered Internal Monitoring System requirements. Jacqui Macdonald discussed preparing for audits and

Fair Exhibition – Buyer Seller Meet

Venue: Hotel Crowne Plaza Today, Okhla, New Delhi

Dates: 10th – 13th November

Fair Exhibition was organized jointly by Fair Trade Forum – India and World Fair Trade Organization at the conference venue (Hotel Crowne Plaza) which saw participation from 50 Participants from across 20 Countries. Unique Product line was at display and the 70 Buyers from across 50 Countries present to witness and participate were in awe and showed a lot of interest in buying various products. The Participants were from following Countries:

LEBANON, NEPAL, BANGLADESH, KENYA, THAILAND, INDONESIA, SPAIN, SRILANKA, INDIA, BRAZIL, ITALY, PERU, BURKINA FASO, CHILE, GERMANY, IRAN, PHILLIPINES, PALESTINE, UK, BOLIVIA, FRANCE.

Here are a few Stills of Fair Exhibition:



The Exhibition saw a lot Buyer Queries being generated and a collective business to the tune of 1 Crore was generated. The products displayed Included Glassware, Indigo Collections, Tie and Die, Leather Wear, Metal accessories, Jute bags, Soft toys, Fair & organic Foods. Wine and organic cotton apparels.

Closing Ceremony

A new segment was launched at the closing ceremony of the conference by Fair Trade Forum – India where Fair Crusader Awards were given to Fair Traders for their contribution to Fair Trade. The award had following categories along with the Winners in their Respective Categories

Fair Trade Ambassadors – For Valuable Contribution to strengthening Fair Trade

Ms. Carol Wills

Ms. Meera Bhattarai



Mr. Paul Meyers

Mr. Agung Alif

Mr. Lucas Caldeira

Fair Trade Visionary – For envisioning a fair world

Ms. Subhashini Kohli (Posthumous)

Prof. Shyam S Sharma (Posthumous)

Woman Entrepreneur – For generating livelihood for artisans

Ms. Irani sen

Lifetime Achievement Award - For lifelong Contribution to strengthening Fair Trade

Dr.K. Panchaksharam



The Award ceremony was followed by a Bollywood night where participants grooved to bollywood music and had a gala time. They also used as a networking opportunity as it was the last event of the 5 day conference.

