

FAIR TRADE FORUM INDIA



PRESENTING FAIR TRADE FORUM



Hello

We are

FAIR TRADE FORUM INDIA





Hear more about us !



WE ARE NATIONAL NETWORK FOR FAIR TRADE IN INDIA

Working with 250,000 + primary producers

75%

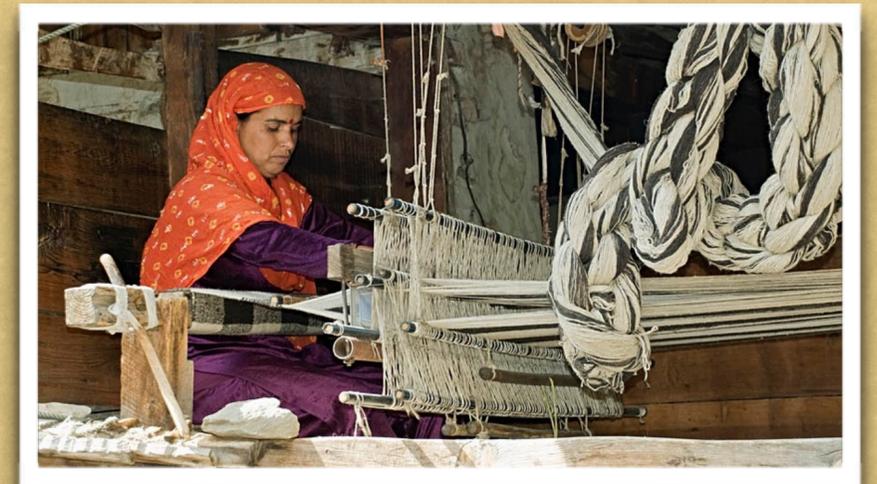
OF TOTAL ARTISANS
ARE WOMEN



Farmers



Artisans



Weavers

Our members, Our Pride

“We may not have it all together, but together we have it all”

A not-for-profit organisation associated with 100+ member organisations

 Integrated Development Trust	 Godavari Delta Women Lace Artisans Co-operative Cottage Industrial Society Ltd	 Bethany Colony Leprosy Association (BCLA)	 Aagor Dagra Afad	 TARA Projects	 Maximising Employment To Serve The Handicapped (MESH)	 World Family Forum	 Usha Exim Pvt. Ltd.	 Federation of Tibetan Cooperatives in India Ltd (FTCI)	 The Child Trust	 Eco Tasar Silk Pvt Ltd	 Institute of Learning Culture and the Arts (ILCA)	 Gramshree Trust	 Moral Fibre	 Dharohar	 Sewa Trade Facilitation Centre	 Sasha Association For Craft Producers	 Silence	 Child & Social Welfare Society (CSWS)	 Ruro Agro Services Association (Trust) (RASAS)		
 Literacy India	 Conserve India and Conserve HRP	 Himalya Tailoring Centre	 Shilpa Trust	 Sabala Handicrafts	 The Ants Crafts Pvt Ltd	 Sundur Kushala Kala Kendra	 Maya Organic Support Services	 Kara Ventures	 Kottapuram Integrated Development Society (KIDS)	 Evangelical Social Action Forum (ESAF)	 Cottage Industries	 Aurobra Exports	 SAHAJ	 Aurospirul	 Last Forest	 Maroma	 Craft Resource Center (CRC)	 Equitable Marketing Association (EMA)	 Art Illuminates Manikand (AIM)	 Kadam Haat	
 Asha Handicrafts Association	 Creative Handicrafts	 Women's India Trust	 Institute for Integrated Rural Development (IIRD)	 Unayan	 Anvesha Tribal Arts & Crafts	 Orissa Rural & Urban Producers' Association (ORUPA)	 Rangsuatra Crafts India	 Arawall Exports	 Sanskriti Expressions	 Sadhna	 Imagination	 SIPA Fair Deal Trust	 Aharam Traditional Crop Producer Co. Ltd.	 Auronature	 Artisan Well	 Amar Kutir Society For Rural Development	 Sundarban Khadi Village Industrial Society (SKVIS)	 Calcutta Rescue	 Baladarshan	 UPASANA Upasana Design Studio	 SHARE



SECTOR WISE CATEGORISATION OF FTF-I MEMBERS

CATEGORIES	PERCENTAGE
Handlooms, Handicrafts & Textiles	80%
Food & Agro	12%
Recycled Products	3%
Body Care & Home Fragrances	5%



WHAT DO WE PRODUCE ?



Handicrafts



Furniture



Woodcrafts



Stone and Marble



Jewellery



Metal Crafts



Home Furnishing



Textiles & Garments



Child Garments



Fashion Jewellery



Food & Agro based Products



Stationery



Accessories



Leather Accessories



Wellness & Body Cosmetics



Tribal Jewellery



Who Makes These Fascinating Products?

- *Cured Leprosy Patients*
- *Victims Of Natural & Industrial Disasters*
- *Displaced Tribal Communities*
- *Sufferers Of Religious Conservatism*
- *Minorities*
- *Seasonal Labourers*
- *Indigenous People*
- *Landless People*
- *Differently Able Persons*
- *Refugees*
- *Small And Marginal Farmers*

WHAT IS FAIR TRADE ?



FAIR TRADE
INDIA



Trading partnership is based on dialogue, transparency and respect that seeks greater equity in international trade



Extending sustainable livelihood to the less privileged people living in developing and under developed countries



Contributing to sustainable development by offering better trading conditions to, and securing the rights of, marginalised producers and workers



PRINCIPLES OF FAIR TRADE

MAKE THE CHANGE



“Policies are many, principles are few, Policies may change, principles never do”

WHAT DOES FAIR TRADE FORUM DO ?

**FAIR TRADE
FORUM
INDIA**



Capacity Building

FTF-I provides training, workshops, seminars, expert volunteer services, market facilitation and dissemination of information to build the capacities and efficiency of its member organisations and its producers

Facilitating Market Access

FTF-I has been able to create the FAIR TRADE INDIA umbrella brand under which the brand shops sell fairly produced products to the end consumers. The brand shops also play an important role to impart knowledge and create awareness about Fair Trade among the Indian consumers.



Fair Trade Policy and Advocacy

FTF-I also closely associates with policy lobbying groups towards making the Government of India considerate towards the problems being faced by the artisans and farmers. FTF-I participates in the policy formulation consultation process of non-governmental organization's organized by Oxfam, various NGO-forums on bilateral trade policies, environment action groups, etc



Fair Trade Promotion and Awareness

Being a grass roots movement, global fair trade requires widespread awareness and support to enable great impact. FTF-I's one of the main activity is promotion of Fair Trade and spreading its visibility. A lot of awareness and visibility programs have been held by FTF-I in general and under the support of many projects.

“Growth is never by mere chance, it is the result of forces working together!”



For Producers

Fair price for Artisans and Producers

Social Empowerment

Facilities: Micro Finance, Healthcare, Public Provisioning.

Sustainability: Development of products out of natural resources

Financial Aid: Load and Pre-payments

Fighting Child Labor

Organizations who buy Fair Trade products from producer groups either directly or through intermediaries ensure that no forced labor is used in production and the producer complies with the UN Convention on the Rights of the Child, and national / local law on the employment of children.



Promoting Sustainable Consumption and Production

FTF-I contributes to building environmentally sustainable production and consumption by providing farmers and artisans with the resources necessary to follow environmentally sustainable production and practices that are aimed at reducing poverty amongst poor farmers and handicraft producers in India.



Environmental Stability

Fair Trade actively encourages better environmental practices and the application of responsible methods of production. The FT organisations engage in producing eco-friendly handicrafts and organic crops. In India, FT producer groups are also provided special trainings and update on eco friendly technologies to focus on sustainable production



Women Empowerment and Gender Equity

FTF-I advocates to promote the voice, visibility and validity of working poor women across different states, sectors and issues in the informal economy. Women producers are given special trainings not only to build their design and craft skills, but also for their health and nutrition, education and vocational skills.



Broad Business Network

FTF-I has been working to establish and maintain effective partnerships and networks by mobilizing and collaborating with the government and various national and international organizations, at relevant levels to create an effective impact of Fair Trade.

Fair Tourism

FTF-I also facilitates Fair Trade Tourism under which it facilitates visits to Fair Trade organizations and producer groups. People can get exposure to the rural settings and live with the producers in the villages



FAIR TRADE IN INDIA - BRAND

The FAIR TRADE INDIA brand was launched by FTF-I in the year 2010, under the Pro-Sustain project, supported by European Commission, to reach the domestic market with Fair Trade products and for Fair Trade awareness and promotion in India.

The brand was developed to establish a significant and differentiated presence of FAIR TRADE in the market that attract and retain the loyal customers.

It also provides a common identity to shops owned and operated by various Fair Trade organisations in India.



The Commercial face of FTF-I



“If you care about people and the planet, it makes sense!”



For Consumers

Unique high quality handcrafted goods at affordable prices

Promoting Sustainable business

Social and economic empowerment of marginalized communities

Encouragement of use of organic and natural goods

Trade that Empowers

THANK YOU

**FAIR TRADE
FORUM
INDIA**





Supply Chain

Any product, be it a part of for-profit or not-for profit organisation, goes through systematic, transparent and more accountable supply chain and at every stage the value is added by various channels of the respective chain.

Retail Branding

At present 29 shops are associated with FAIR TRADE INDIA brand. More than 55 Fair Trade organisations are getting benefited from the networking and product sourcing between the FAIR TRADE INDIA branded shops.

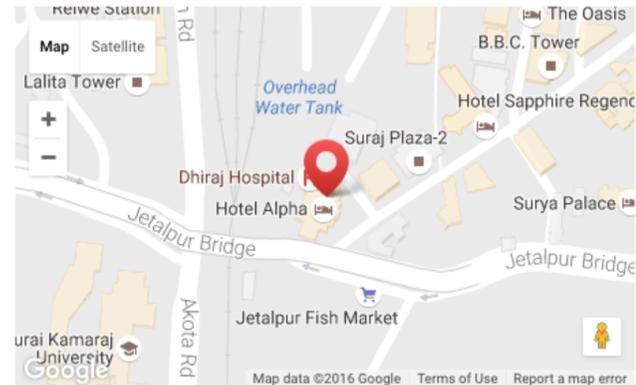
Kala Aparajita



B 40, Qutab Institutional Area, New Delhi - 110016, Tel: 011 47004300

DELHI

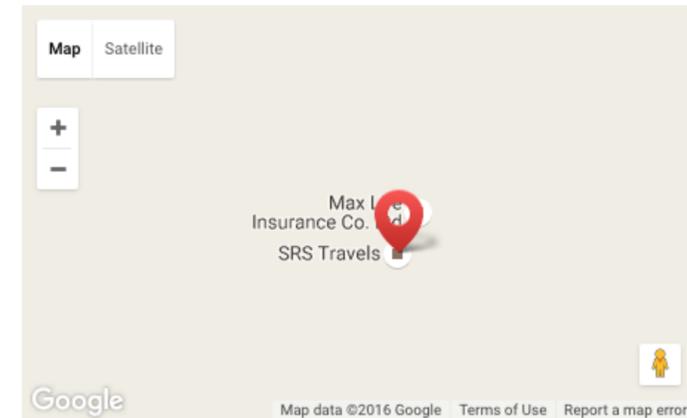
Dharohar



Art Craft and Heritage of India- 2nd floor central bus terminus, Vadodara Gujarat India

GUJRAT

Sabala



Sabala Campus, NH-13, Near Ganesh Nagar, Next to New Shodha Toyota Showroom, Vijayapur- 586101 Karnataka

KARNATAKA

Karigar



Karigar - Growel Mall, Akurli Road, Kandivli (E), Mumbai- 400101, Tel: 022-28845340/45

MAHARASHTRA