



The Concept of Fair Trade & Fair Trade Forum-India (The National Network for Fair Trade in India)



Fair Trade

The IFAT defines fair trade as “a trading partnership based on dialogue, transparency and respect that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South.”

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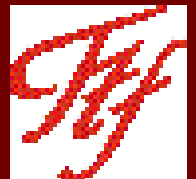


The Fair Trade Route

- **Alternative**
- **Sustainable livelihood**
- **Less privileged producers**
- **Compliance of fair trade standards**
- **Long term relationships**

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Beneficiaries of Fair Trade

World

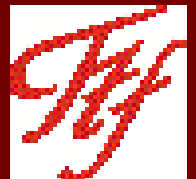
- More than one million small scale producers from developing countries who produce handicrafts, farm products, Dairy products, textiles.

In India

- Artisans/Farmers/Trade facilitators involve in manufacturing/ Trade of handicrafts, handmade textiles & food who have commitment to Fair Trade standards

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The Volume of FT

- Fair trade has been growing at an average of 20% per year since 2000 in Europe. The annual net retail value of Fair Trade products sold in the continent now exceeds 660 million Euros.
- Fair Trade products can now be found in 55000 super markets all over Europe and the market share has become significant in some countries. In Switzerland, 47% bananas, 28% of flowers and 9% of the sugar sold are fair trade labeled. In UK, fair trade labeled products have achieved 5% market share of tea, 5.5% share of bananas and 20% share of coffee.

(Source: Fair Trade in Europe 2005)

Fair Trade Movement...

- **Ten Thousand Villages (formerly Self Help Crafts) who began buying needle work from Puerto Rico in 1946**
- **SERRV International, USA was started in 1949 to help refugees in Europe recover economically and socially from World War II**
- **From the late 1950s Oxfam UK started to sell crafts made by Chinese refugees in Oxfam shops. In 1964 it created the first Fair Trade Organization**
- **'Fair Trade Organisatie,' was established in the Netherlands and in 1967 the importing organization, (Now 'Fair Trade Original')**

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Fair Trade Movement...

- UNCTAD conference (United Nations Conference on Trade and Development) in Delhi in 1968, communicated the message “Trade not Aid”.
- 1969 the first “Third World Shop” opened in the Netherlands (Now ‘World Shops’)
- 1973 First sales of fair-trade coffee by Fair Trade Organisatie in the Netherlands.
- In 1988, the “Max Havelaar” label was established in The Netherlands.
- Formation of IFAT 1989
- Adoption of 9 Fair Trade Standards

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Fair Trade Movement...

- **The Network of European World Shops (NEWS!) was formally established in 1994**
- **In 1997, the worldwide association, Fairtrade Labelling International (FLO), was created**
- **Fair Trade Resolutions adopted by the European Parliament (in 1994 and 1998),**
- **AFTF & FTF-I formed in 2000**
- **The first World Fair Trade Day May 4, 2002**
- **The IFAT Fair Trade Organization Mark launched in January 2004**
- **10th standard of Fair Trade on “Trading Relations” was adopted**

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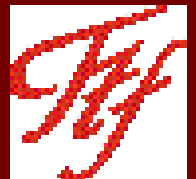


Stakeholders of Fair Trade

- **Producer Groups**
- **Associations of producer groups/ facilitators at Regional levels/ national & Intl. levels**
- **Country level networking organisations of producer groups and producer/ facilitating organizations**
- **Fair Trade buyers/ shops run by fair trade organizations/ associates around the world**
- **International Fair Trade Associations**
- **Aware consumers**

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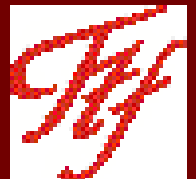


Fair Trade Standards

- **Creating opportunities for economically disadvantaged producers**
- **Transparency and Accountability**
- **Capacity Building**
- **Promoting Fair Trade**
- **Gender equity**
- **Ideal working conditions**
- **Payment of Fair wages**
- **Protection of Environment**
- **Protection of child's rights**
- **Trading relations**

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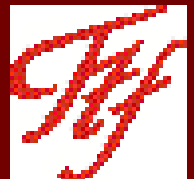


Fair Trade Forum-India

- The country level networking organization of fair trade fraternity of India. The Forum was formed in September 2000.
- We have producer groups, trade organizations and intelligentsia who believe in/ practice fair trade standards, as members.

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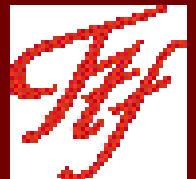


Reach Out...

- **50 organizational members**
- **Working with more than 4000 producer groups/ societies thro its members**
- **Working with more than 80000 artisans/ producers thro its members**

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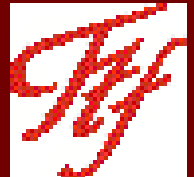
FTF-I Activities

We involve in national as well as regional level initiatives to expand the out reach of fair trade such as:-

- Networking
- Advocacy & lobbying
- Capacity Building
- Market access
- Alliance building
- FT adherence building & monitoring

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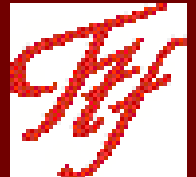


Networking

- **With development organizations**
- **NGOs**
- **Government agencies**
- **Media**
- **Intelligentsia**
- **Educational institutions**

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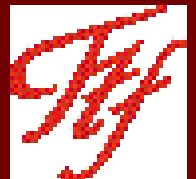


Advocacy & Lobbying

- **Visibility programmes**
- **Information sharing**
- **Collective initiatives at Policy level**
- **Training for development workers**
- **Consultation with government agencies**

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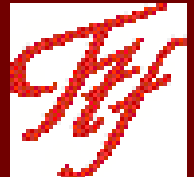


Capacity building

- **Market orientation**
- **Quality/ compliances**
- **Sustainability**
- **Integration - towards income generation**
- **Design & development workshops with DCH**
- **Design & Trend updates support thro EU-India SHARE**

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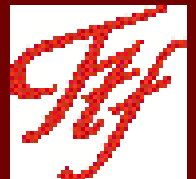


Market Access

- IHGF in partnership with O/o DCH & COHANDS
- Trade Fair @ Pragati Maidan
- Shops of member orgs
- Fair Trade Fair
- Display Outlets
- International Fairs
- Study on domestic market
- Market promotion Workshops

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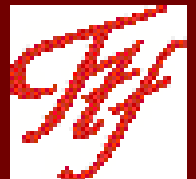


Alliance Building

- With consumer groups
- NGOs
- Governments
- Development organizations
- Chambers of commerce
- Foreign missions
- Professionals
- Institutions

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FT adherence building & monitoring

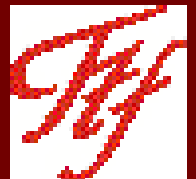
- **Developing FT tool kit**
- **Preparing expert team of trainers/ mentors**
- **Promoting IFAT assessment process & sharing SAR**
- **Monitoring program getting finalized for FTF-I members**

International Linkages

- **FTF-I is a member of International Fair Trade Association (IFAT) and Asia Fair Trade Forum (AFTF) and involve in global level initiatives to expand Fair Trade.**
- **Help to share the concerns of Indian fair trade fraternity with FT partner organizations at Intl. level**
- **Working with Intl. development orgs like EU and HIVOS**
- **Working with premier FT orgs across the world**

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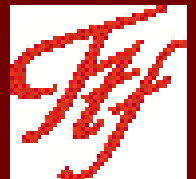


We practice fair trade by....

- **Facilitating collective efforts thro learning & sharing among Indian FT organizations**
- **Promoting the united national face of Fair Trade**
- **Assisting member-producer groups and trading organisations to excel in their respective fields and generate income on a sustainable basis**
- **Helping member organizations for Fair Trade adherence**
- **Efforts to build up domestic FT market**

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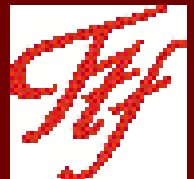


We practice fair trade by...

- **Building up the capacity of marginalized artisans/ producers**
- **Sensitizing policy makers, traders, consumers about the concept of Fair Trade.**
- **Efforts to build up visibility for FT in India**
- **By converging concept & product marketing**

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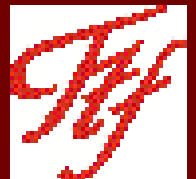


We bring in the Privilege...

- Our member producer groups becomes part of Twelve million plus producers from developing & under developed countries who earns sustainable livelihood by working under the Fair Trade-umbrella..
- Endorsement for the commitment towards Fair Trade

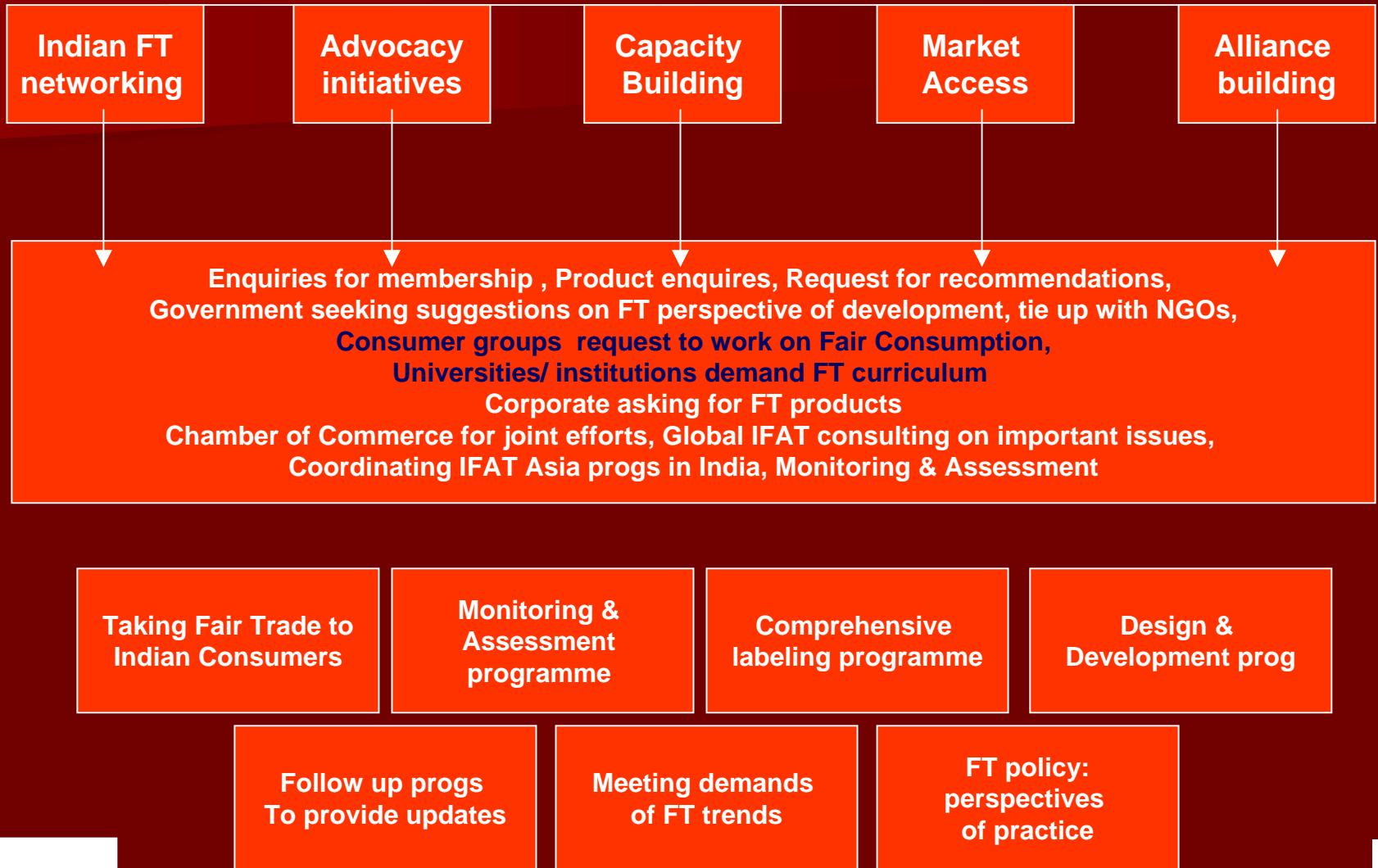
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The Continuance





Thank you Inviting Involvement of all Fair Trade Friends

O. P. Yadav
Program Director

Fair Trade Forum – India

148 Sukhdev Vihar, Mathura Road

New Delhi – 110025, Tel: 011-6526 4630, Fax: 011-2683 8885

ftfi@rediffmail.com, ftfindia@gmail.com, website: www.fairtradeforum.org

