



'Ensuring better livelihoods for farmers and artisans'

Fight poverty via trade not aid!

ARTICLE 25 HUMAN RIGHTS

- Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including food, clothing, housing and medical care and necessary social services, and the right to security in the event of unemployment, sickness, disability, widowhood, old age or other lack of livelihood in circumstances beyond his control.



SHOP FOR CHANGE FAIR TRADE

- Section 8 – not for profit company
- Set up in January 2009 **& restructured in September 2015**
- India's only and first Fair Trade Label
- Fair Trade guidelines revised as per the geographical needs of Indian continent.
- More than 300,000 Fair Trade products sold with generating approximately 10 to 12 lacs INR of fair trade capacity building premium.



FAIR TRADE – RAY OF HOPE TO INDIAN FARMER

- India has seen an economic boom but poor farmers have been left behind.
- Many marginalized farmers face debilitating debt and perpetual poverty.
- The World Bank says 60% of Indians are dependent on agriculture.
- Yet for many agriculture isn't working: as per NCRB claims 46 farmers commit suicide everyday in India.



WHAT IS FAIR TRADE

- Fair trade is a win-win vision of business:
 - value is expanded
 - benefits distributed more equitably to everyone in the chain
- For farmers Shop for Change means a fairer deal so they can care for their families and the environment.
- For brands in a competitive market Shop for Change differentiates products and boost brands equity.
- For consumers a way to identify brands that represent their values and make a difference.



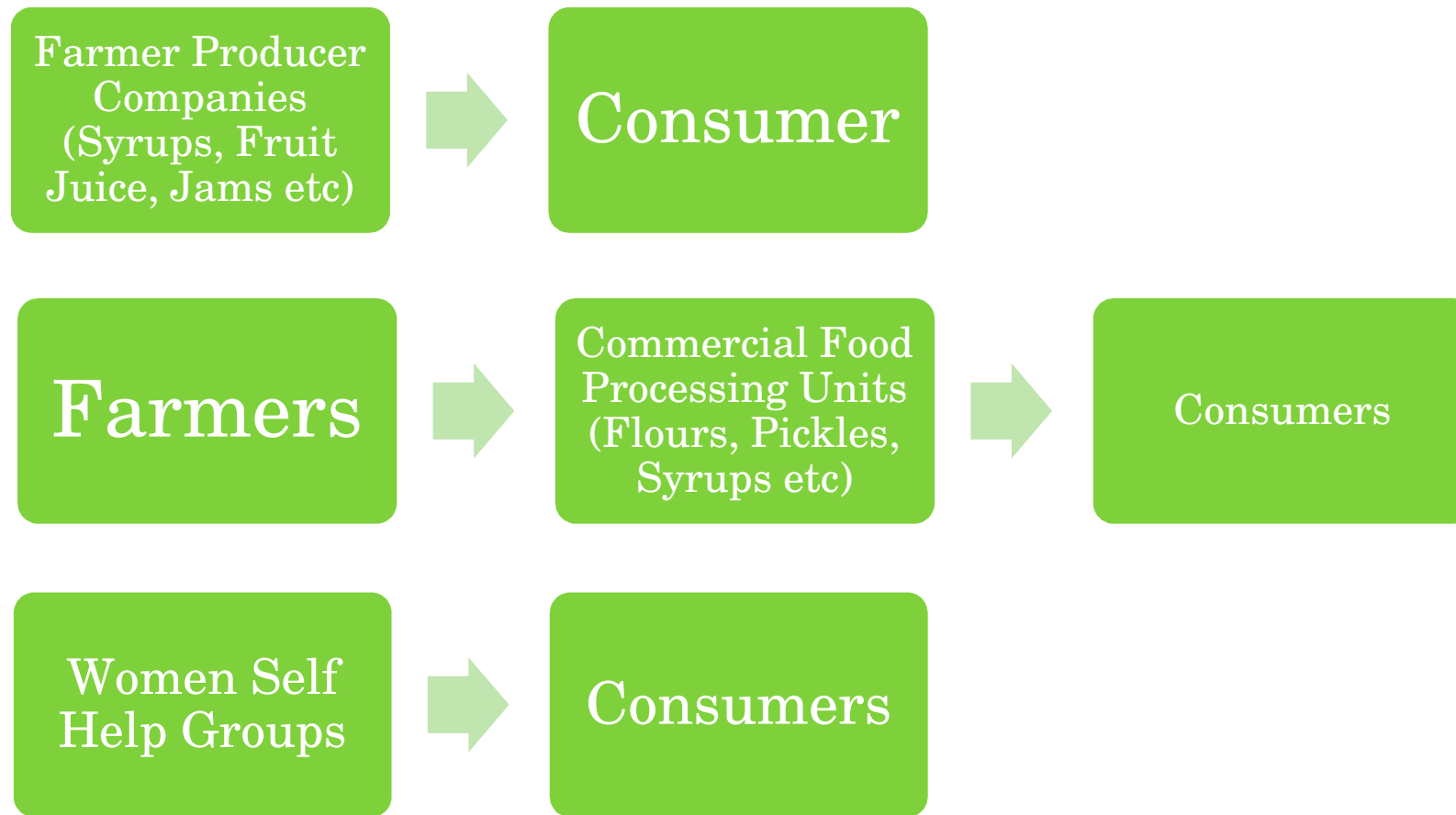
REVISED FAIR TRADE GUIDELINES

- Opportunities to economically disadvantaged
- Transparency and accountability in supply chain
- Say no to child labor
- Long term partnership
- Fair price to farmers
- Fair wages to workers
- Support gender equality
- Generating Fair Trade bonus linked to sales value and distributing in entire supply chain equally



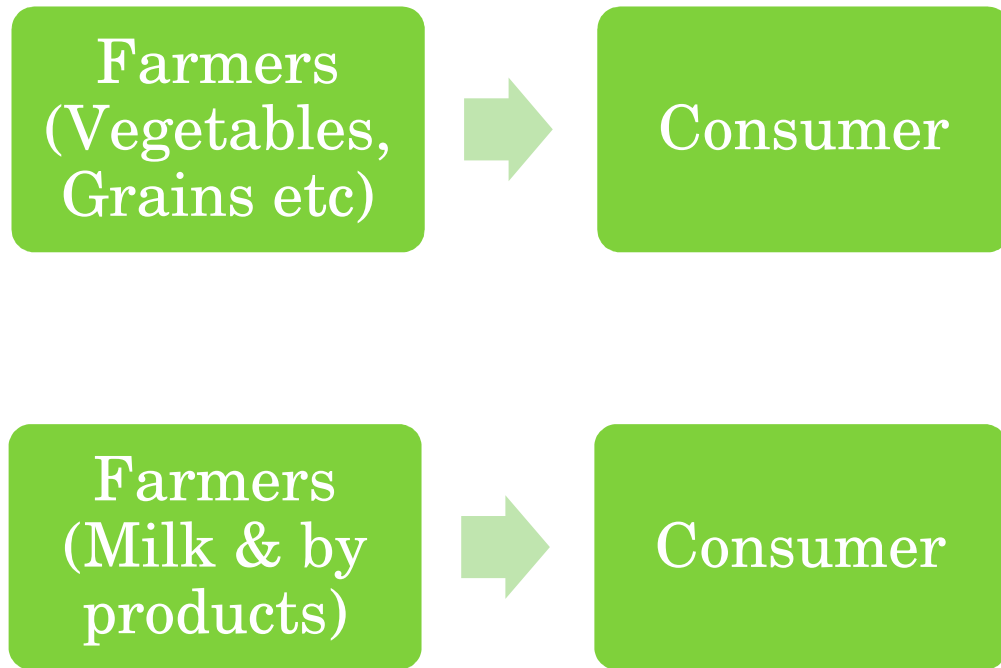
WHAT FAIR TRADE WILL DO?

Ongoing Projects



WHAT FAIR TRADE WILL DO?

Upcoming Plans



HOW MARKETING IS DONE

- Social Media
- Celebrity Support
- B2B Marketing
- Consumer Exhibitions
- Online Sale



Shop for Change feeling cool.
Published by Saameer Ravindra Athavale [?] · March 17 at 5:06pm ·

#organic #healthy #natural #fruit #summer #heat #refresh
This summer stay cool with natural fruit drinks.....help farmers to earn more. Every single purchase of Fair Trade products help farmers to earn extra from their traditional sale. Always check Fair Trade label before buying any products.

HOLI SPECIAL SUMMER REFRESH
REFRESH YOUR MIND AND BODY WITH NATURAL FRUIT DRINKS

FAR TRADE MEANS:
NO CHILD LABOR
SUPPORTS GENDER EQUALITY
NO EXPLOITATION OF FARMERS

KOKUM SYRUP
RAW MANGO SYRUP
AMLA SYRUP
JAMUN JUICE
KOKUM / JEERA
GINGER SODA

MRP ₹~~XXXX~~/-
₹355/-

Shop for Change
WWW.SHOPFORCHANGE.IN

1,173 people reached

Boost Post

Shop for Change feeling festive at Lnt Infotech.
Published by Saameer Ravindra Athavale [?] · December 24, 2015 ·

#csr #ngomela #organic #fairtrade #sustainable #shopforchange #Xmas
thanks team L&T infotech Aarati Were, Rasika Gunjal and Anand Mahajani for enabling Intites to buy fair trade certified products. Request to shop for change supporters to invite us for stall activity at their corporate offices or residential complex

A group of four people (three men and one woman) are standing behind a table covered with a white cloth. The table is filled with various packaged food and beverage products. They appear to be at a stall or exhibition.

INNOVATIVE MARKET OPPORTUNITIES (ONGOING ACTIVITIES)

- Stall Activity at Corporate Offices in Metro cities
- Permanent shops in Corporate office cafeteria
- Corporate Gifting
- Online Platform dedicated to promote Fair Trade products
- Ancillary revenue generation for farmers by various methods like conducting food festivals etc.



POSSIBLE SCALABILITY OF OPPORTUNITIES - NEXT PHASE

Corporate Stall activity

- Replicable in all metro cities
- Recurring market generation is possible

Permanent shops in Cafeteria

- Replicable in all metro cities
- Recurring market generation

Corporate Gifting

- Bulk order possible
- Seasonal Business

Online Platform

- Expansion possible pan India
- Initial slow growth
- Promotional cost is more
- Suitable once loyal offline customers are generated



WHO CAN BECOME FAIR TRADE PARTNER

- Farmers / Farmer producer companies
- Agro Produce / food processing units
- Retailers selling Farm produce
- Rural / Eco tourism units
- Artisan groups





Thanks

www.shopforchange.in

