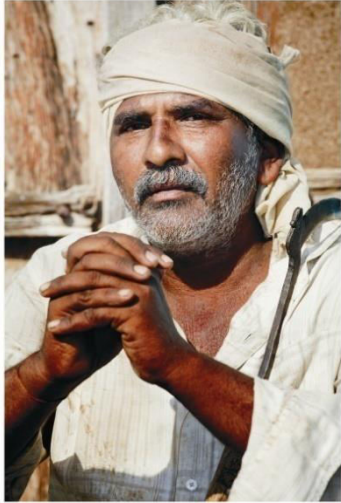


"When a farmer supplies and fulfills our need, it becomes our (it's not charity) duty to make sure his needs are equally met"

Shop for Change – Fair Trade

The name itself says lots of things about the Organization.

The Farmer's Plight



Despite India's economic boom, small and marginal farmers can't even make a decent living. A small farmer barely earns Rs.2500/- per month

Everyday, we are touched by the lives of farmers and artisans from our morning chai to the charpai we lay down on at night. The products that we depend on from day to day have a story to tell about the people who worked hard to produce them. Shop for Change gives consumers a chance to hear their story and make sure they get their fair share.

Shop for Change works to empower farmers, business systems, and consumers to change the way India does business and make shopping fairer and greener for a more sustainable future.

This social concern motivated people from different fields, to form Shop for Change forum for fair trade.

Shop for Change is the not for Profit organization, registered under Section 8 (earlier section 25) in 2009.

Shop for Change Fair Trade was incubated by International Resources for Fair Trade (India), Traidcraft UK and backed by the European Union.

In 2015 the organization was taken over by young couple Sameer & Vrushali Athavale; with a motive of helping Farmers of India. The organization was restructured as per the needs of Indian Farmer.

Objectives of the Organization

- To ensure better livelihoods for farmers & artisans.
- To fight with poverty via trade, not aid!
- To encourage social enterprising to promote fair trade products.
- *Build a direct platform between the farmers/artisans & Consumers "*



"When a farmer supplies and fulfills our need, it becomes our (it's not charity) duty to make sure his needs are equally met"

Facts about Farmers

- The problem faced by farmers is not only local but it's global.
- "The farmer is the only man in our economy who buys everything at retail, sells everything at wholesale, and pays the freight both ways."

...John F. Kennedy

- India is an agrarian country with around 48.9%* of its people depending directly or indirectly upon agriculture. NCRB (National Crime Record Bureau) – claims **46 farmers commit suicide every day** in India.
- 72% victims are small / marginalized farmers with very low land holding. Major reasons of suicides are Bankruptcy or Indebtedness, Family Problems, Failure of Crop and Illness.

Challenges faced by Farmer's

- Farmers can't decide the price of their produce, the pricing is totally dependent on supply and demand
- Farmer to consumer journey is routed through 6-7 layers with no guidelines and ethical practices



- Middlemen and traders, reserves rights to reject the purchase of any commodity based on market demand
- They can also stock any commodity based on price crisis due to heavy supply of particular commodity & same can be sold later when rates are revised & supply is weaken

Challenges faced by Customer's

- The retail rates of farm fresh produce are decided based on supply and demand
- The retailers / traders try to mint extra margins by stocking of various items and releasing the same just before festive seasons depending on the projection
- As the farm fresh produce is handled at 4-5 levels quality of product is hampered
- The entire handling of farm fresh produce is totally unhygienic and unhealthy

THE JOURNEY TILL NOW



To start with, the organization started with small scale business that nurtured social bonds in rural areas.

Initially, field produce was a bit risky as it is early expiry prone. So we began with processed food. With the selection of finest products like;

- *all-natural Jam made by women farmers from Uttarakhand (Group empowers more than 1000 women farmers)*
- *the handmade soaps made by the tribal women of Jharkhand (Group empowers 50 tribal families and assures sustainable livelihood)*
- *the goodness of honey collected by tribal from Udaipur, Rajasthan (Group empowers more than 600 tribal honey collectors and assures them fair rates compared to market)*
- *The delicious dessert of Jackfruit and healthy products made by Garcinia Indica (Kokum) from*



Konkan (Group empowers more than 2500 marginalized farmers and connects more than 100 women entrepreneurs)

➤ *The jute and canvas made by the artisans began the journey of the next big thing- "Shop for Change"*

The Start of Farmer's Project – Supporting drought prone farmers

In mid 2015-2016, the whole state of Maharashtra was severely hit by drought. We accepted this challenge.



➤ *We decided to invite farmer families and give them a platform to do some business.*

- *Two (2) farmer families from Daund taluka, Pune district accepted the invitation and came to Thane in mid-April.*

"When a farmer supplies and fulfills our need, it becomes our (it's not charity) duty to make sure his needs are equally met"

- *SFC helped them in setting up the stall at Gaondevi Ground near Thane Station with permission from Thane Municipal Office and requested them to waive off the charges.*
- *They started selling traditional Maharashtrian rural food – Bhakri, Besan and Brinjal masala*
- *In month's time they did a turnover of approximately **1.5 lacs** and booked a net profit of around **80 K INR**.*

After the success of this project, we thought, if farmers managed to come to Mumbai for at least a day & sell their products they can efficiently arrange for their own capital. A special Farmers food fest was organized at WNS & LNT InfoTech.

Farmer to Consumer Project



by Government of Maharashtra.

After the drought, good start of rain gave hopes to farmers, which later challenged by APMC traders strike after announcement of open market policy

We came up with an idea "How, if we can arrange the direct Vegetables-to-consumer's market chain for farmers? "

- *We started this project with farmer groups from Junnar taluka & decided to work on this model immediately. We helped them in setting up the entire system and building ethical supply chain. The entire chain works on a module of cost based returns and will not exploit either farmer or consumer based on opportunity cost.*

Famers – Distributor – Retailer



➤ *MRP of Vegetables will be decided by Famer group & SFC, coordinator and retailer will get fixed commission on sales volume same as FMCG industry.*

- *We started this project on 14th July 2016 at Tilak Nagar, Dombivli.*
- *This was an instant hit, as consumers received the farm fresh vegetable at a fair price.*

"When a farmer supplies and fulfills our need, it becomes our (it's not charity) duty to make sure his needs are equally met"

➤ **From 14th July to 31st October 2016 farmers group generated revenue of around 30 lacs INR and more than 25 youth got employment opportunities.**

● **Backward Linkage**

- Setting up vegetable collection centers at village level
- Training farmer to identify various market options and handhold the group till it runs sustainable business module



- Developing Farm Innovation Network Club to promote farm fresh produce directly to consumers / buyers

● **Forward linkage**

- Start home delivery of farm fresh vegetables
- Develop common mobile app to sell farm fresh produce in Mumbai
- Develop more franchisee in Metros for farm fresh produce

Fair Trade Guidelines

- Supports disadvantaged people to earn sustainable income
- Ensure better livelihoods for farmers and artisans
- Supports rural employment
- Supports women empowerment
- Fair price to farmers
- Fair wages to workers
- Transparency & accountability at work
- Support gender equality
- Say no to child labour
- Safe and hygienic working conditions
- Empowering consumers
- Environment Friendly



Beneficiaries and Change Makers

Processed food and Artisans Project (2015-2016)



Sr	Particulars	No	M/F
1	Indirect Farmers (Raw material Suppliers)	3000	1000/2000
2	Artisans involved	350	100 /250
3	Number of families	1000 +	-
4	Number of Villages	500	
5	Fair Trade Bonus	INR	2,50,000
6	States – Maharashtra, Gujarat, Tamilnadu, Jharkhand, Uttarakhand, Rajasthan, West Bengal		

Vegetable Project Farmers Statistics (2016)



Sr	Particulars	No	M/F
1	Number of farmers associated	225	195/30
2	Number of families involved	200	-
3	Number of Villages associated	5	-
4	Number of Volunteers	25	25
5	Number of selling centers	7	-
6	States – Maharashtra	1	

From 14th July to 31st October 2016 farmers group generated revenue of around 30 lacs INR and more than 25 youth got employment opportunities.



"When a farmer supplies and fulfills our need, it becomes our (it's not charity) duty to make sure his needs are equally met"

Team

Sameer Athavale - C.E.O & Executive Director

Production Engineer with over 13 years of experience in a diversified field such as submarine design, IT Enabled Solutions, Energy Conservation, Organic agriculture & Social Enterprise decided to dedicate his further professional life to solve problems of farmers.

Vrushali Athavale - Member & Director

Post Graduate in Public Health and Health Expert realized that if farmers are trained to produce healthy farm produce then it's easy to dream healthy life for everyone.

Anita Pagare – Director

Qualified social worker over 15 years of experience in diversified fields like counselling, modern trade, etc. Passionate to work on women empowerment realized that rural economics can really make difference in country's economics.

Shilpa Kashelkar - Director

Qualified Social worker over 15 years of experience in gender training, community development and passionate about building a sustainable livelihood for disadvantaged people realized the importance of creating an ethical business module to improve livelihoods of artisans and farmers.

Nilesh Kale - Director

Post Graduate in Physics with more than 10 years of experience in Banking and Insurance. Hardcore socialist – always care for poor and needy. Farmers issue was very closely associated with his life while working with tribal from thane district on various livelihood projects.

Member

Madhav Ghule

Commerce Diploma, over 30 years of experience in the professional field. Associated with social field and organizations over 35 years and excited to work for uplifting the livelihood of Indian Farmer.



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Advisory Board

Dr Sudhir Kumar Goel

Retired as Additional Chief Secretary Agriculture & Marketing Maharashtra State (IAS officer), Ph.D. in physics and served more than 40 years of his professional life in the agricultural field while working with Maharashtra State. After retirement, his passion for farmers pushed him to work on building a complete ecosystem on end to end solutions for farmers.

Justice Ambadas Joshi

Retired as Judge from Mumbai High Court and currently working as Chairman of Maharashtra Administrative Tribunal. His passion for farming always motivates him to talk on essentials for building platform to educate farmers on smart farming and ensuring sustainable income from the farm.

Ashish Saraf – Vice President - Airbus India

Mechanical Engineer completed his post graduation in management, experienced in setting up business worth millions and billions, passionate about setting up a chain of social enterprising which can create an impact on grass route level in rural India.

Be an Agent for Change – Support Cause

Charity is not limited only to helping poor for medical aid, ensuring education but also right to earn a sustainable income.

Let's empower article 25 of Human Rights - Right to an adequate standard of living

Contact Us:

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Shop for Change Fair Trade

A/c No. – 09981450000133

IFSC – HDFC0001573

Branch : Kalina Branch ,Santacruz (E)

SAVINGS Account (SB - INSTITUTION)

PAN AAMCS7573B

CIN U7499MH2009NPL189443

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