Promoting Fair Trade and Sustainable Consumption in India - Pro*Sustain

A project initiated through the partnership between HIVOS, IRFT, FTF-I & SFC co-funded by European Commission

The Pro-Sustain project is a project supported by the European Commission and is led by Humanist Institute for Cooperation with Developing Countries (HIVOS), jointly implemented by International Resources for Fair Trade (IRFT), Fair Trade Forum India (FTF-I) and the associate partner Shop For Change Fair Trade, aims to contribute to building environmentally sustainable production and consumption practices that help reduce poverty amongst poor farmers and handicraft producers in India.

Over the next thirty six months (2010 – 12) the ProSustain project will create a consumer market for fair trade products in India that measurably contributes to the improvement of rural livelihoods and provides farmers and artisans with the resources necessary to follow environmentally sustainable production practices.

Final beneficiaries:
• Poor farming and handicrafts producing families across India (an estimated 900,000 people).

Project Activities
• Awareness raising about fair trade and sustainable consumption behaviour of Indian SMEs / intermediaries,
• Network building with advertising agencies, consumer groups, distribution channels, government bodies, international organizations in standards development,
• Policy dialogue through advocacy and lobbying with government and local bodies,
• Active involvement of retailers, corporate and consumer groups in stimulating market demand, and
• Information exchange and dissemination.

Target Audience:
• Small and Micro Enterprises (SMEs) members of FTF-I, Shop for Change Fair Trade
• 10 major branded product manufacturers,
• 100 students at each of 75 colleges,
• 90 corporate offices with gift programmes,
• 350,000 Social Economic Class ‘A1’ (i.e., upper middle class) consumer households,
• Ministries of Commerce, Textiles, Agriculture, and other agencies.

Your Involvement in the Project
• To support small farmers and the producers by buying Fair Trade Products available in certain place to adopt the Shop for Change Fair Trade Mark to become socially responsible Retailer
• To incorporate Fair Trade into your CSR activities and organisational/corporate procurement
• To incorporate Fair Trade in your course curriculum
• To involve in awareness generation events and other activities
• To volunteer with us in creating grass-root demand for Fair Trade products.

www.fairtrade-prosustain.in