



Empowering 850+ Farmers

Event Report - Jawhar 2026
Shop for Change Fair Trade
Jawhar | 27 February 2026



Introduction

Shop for Change Fair Trade successfully organized a Grand Tribal Farmer Meet on 27 February 2026 in Jawhar, bringing together 850+ tribal and rural farmers from surrounding villages. The gathering was designed to strengthen sustainable farming practices, encourage structured market linkages, and accelerate digital adoption for rural livelihoods.



A Cultural Welcome That Set the Tone

The program began with a vibrant traditional Tarpa dance, celebrating the cultural heritage of the region and setting an energizing, community-first atmosphere. Guests were warmly welcomed with flowers and tilak, followed by Deep Prajwalit (lamp lighting) to formally inaugurate the meet. The speaker Mr. Amar Sathe then introduced the guests and invited each of them to share practical guidance, motivation, and feedback for the farmers.



Guests & Inauguration



Knowledge Sessions: Practical Learning from Distinguished Speakers

1) Kiran Lele (Progressive Farmer)

Shared insights on progressive and toxic-free farming practices. He emphasized the importance of Desi Cows in natural farming systems, explaining their role in preparing organic inputs such as Jeevamrut and other bio-based formulations. He encouraged farmers to adopt sustainable cultivation methods that reduce chemical dependency, improve soil fertility, and enhance long-term profitability.



2) Deepa Raut (District Agriculture Department)

Provided guidance on government schemes, subsidies, and agribusiness opportunities, with special emphasis on empowering tribal women through entrepreneurship and self-employment initiatives.



3) Omkar Dabhadkar (Social Media Expert)

Explained social media operations and encouraged farmers to use digital platforms not only for entertainment but also for learning, knowledge sharing, branding, and business development.



4) Sudhirkumar Goyal (Retd. IAS Officer)

Focused on increasing productivity and emphasized that collective effort and unity among farmers lead to greater success and stronger market positioning.



5) Anju Godbole (ESG & CSR Advisor, GeBBS Healthcare Solutions)

Encouraged farmers to utilize such platforms for their future growth. She also shared insights on CSR initiatives and motivated tribal communities to engage in sustainable and inclusive development.



6) Ambadas Joshi (Retd.)

Spoke about the importance of water and soil conservation, highlighted suitable plantation practices, and emphasized long-term soil fertility preservation.



7) Mandar Phanse (Chief Guest, Editor - News18 Lokmat)

In his address, he emphasized that the world is developing at a very fast pace and that Jawhar will also witness significant progress in the coming years. He encouraged farmers to understand how they can benefit from this development and continuously learn to adapt to changing times.



“From natural farming to digital learning - the sessions focused on practical steps farmers can use immediately in their fields and communities.”

Recognizing Champions of Change (Awards)

Five progressive farmers were honored for their contributions to sustainable agriculture and community development.



1) Babu Sonya Waghera - Hindicha Pada

Since 2018 adopted chilli cultivation; good yield/profit; reached the international market (London) and expanded local sales; motivated other farmers.



2) Sundara Laxman Raut - Kokde

Farming ~40-50 years; since 2019 nurtured 239 fruit trees (incl. mango & cashew); improved livelihood and began local sales; guided and inspired other farmers.



3) Raghunath Devaram Bhusara - Bharsatmet

Farming ~25-30 years; since 2019 developed orchards (mango, cashew, jackfruit, chikoo etc.); started selling in Jawhar market; guided other farmers.



4) Gangaram Mahadu Raut - Shivajinagar

Farming ~25-30 years; since 2019 developed orchards (mango, cashew, jackfruit, chikoo etc.); began local sales (noted from mango/cashew); guided other farmers.



5) Parashuram Jadhav - Alechimet

Farming ~30-40 years; since 2019 adopted wadi/orchard plantation; improved livelihood; built a strong orchard base; guided other farmers.

Partnership Moment: Shop for Change Fair Trade x GIST Forum MOU

A key milestone of the day was the on-stage signing of an MOU between Shop for Change Fair Trade and the GIST Forum (Global Indian Scientists and Technocrats Forum).



The partnership aims to:

- Promote sustainable and regenerative agriculture practices
- Strengthen digital literacy and AI-enabled tools for rural communities
- Empower SHGs and rural youth within local ecosystems
- Conduct capacity building and trainings
- Support initiatives across Nutrition, Health, Environment, and Sustainability
- Enable diaspora expert engagement during visits to Bharat for rural development and community collaboration

Digital Highlight: Launch of GramKushal.com

Another major highlight was the launch of GramKushal.com - a video-based digital learning platform featuring short, practical modules for continuous farmer education and rural entrepreneurship development.



The platform will help farmers access structured learning at their own pace, ensuring knowledge support continues even beyond physical events.

A Powerful Message from the Ground: Farmers Came Despite the Tough Journey

Jawhar's terrain and village connectivity make travel difficult-yet 850+ farmers arrived from multiple small villages, many traveling not by bus, bike, or scooter, but in trucks and trolleys. Their effort and turnout reflected something deeply meaningful: the trust farmers place in Shop for Change Fair Trade, and the value they see in the organization's work over time. The gathering was not just an event-it was a sign of strong community connection and shared progress.



“Farmers came despite a tough journey - showing deep commitment, strong community connection, and trust built over time.”

Outcomes & Next Steps

- Strengthened awareness of sustainable and toxic-free farming practices and organic inputs
- Increased understanding of government schemes, subsidies, and agribusiness opportunities
- Encouragement for tribal women's entrepreneurship and self-employment initiatives
- Practical motivation on unity, productivity, and stronger market positioning
- Stronger focus on water and soil conservation and suitable plantation practices
- A formal partnership direction through the Shop for Change Fair Trade x GIST Forum MOU
- Digital learning momentum through the launch of GramKushal.com
- Celebration of progressive farmer leadership to inspire peer learning and local action

Next Steps

Shop for Change Fair Trade will take forward this momentum through follow-up trainings, village-level engagement, and support for farmers and SHGs to begin/strengthen sustainable practices, conservation methods, and digital learning through GramKushal.com.

Gratitude

Shop for Change Fair Trade expresses heartfelt thanks to all speakers, partners, community leaders, and every farmer who traveled from far villages to make this meet meaningful. Together, we are building a stronger future for tribal and rural farming communities-rooted in sustainability, knowledge, and dignity.

End Moment

The meet concluded with the heartfelt singing of Jana Gana Mana, bringing everyone together in a moment of unity, pride, and shared commitment to a stronger, sustainable future for tribal farming communities. Vande Matram - Jai Hind.



THANK YOU