



Annual Report

2023-24



Fight poverty via trade, not aid!

Incubated at



Shop for Change Fair Trade
Date of Registration: 07Jan2009
CIN: U7499MH2009NPL189443
PAN - AAMCS7573B
12A - AAMCS7573BE20171
80G - AAMCS7573BF20187
NGO Darpan ID -
MH/2022/0310450
CSR Reg No CSR00007165

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Letter from the Leadership



Dear Supporters and Champions of Change,

As we stand at the threshold of a new decade, I am humbled and inspired by the remarkable journey we have undertaken together at Shop for Change Fair Trade. What began as a modest endeavor on 1 May 2014, to explore the principles of fair trade, has evolved into a profound mission to combat poverty through trade, not aid. This mission has become the essence of our existence, driving our every action and defining our purpose.

Our path has been strewn with challenges, especially in our early days when we struggled to convince others of the transformative power of market linkage over traditional capacity building approaches. Yet, witnessing farmers and artisans earn substantial incomes through our efforts has not only been gratifying but has also reinforced our unwavering belief in the potential of fair trade.

Market Linkage Fair Trade has been more than just a project; it has been the heartbeat of our organization, fueling our growth and impact. Alongside, we have been immensely fortunate to receive support from various corporates, with LTI Mindtree emerging as a standout partner. What began as a simple collaboration to provide jute bags to their employees has blossomed into a full-fledged partnership, resulting in the planting of 50,000 fruit-bearing trees and the creation of sustainable livelihoods.

In addition to LTI Mindtree, we have been blessed with the support of other major corporates such as GeBBS Healthcare, Godrej, WNS, Axis Bank, HDFC Bank, JSW, and DCB Bank, among others. Their contributions have played a pivotal role in strengthening market linkages for farmers and artisans across rural India.

A significant milestone in our journey came in the form of an invitation from the Jashpur District Administration in Chattisgarh State to collaborate on enhancing market linkages. This partnership marks a major achievement in our pursuit of policy-level interventions for market linkage with the government, setting a precedent we hope to replicate nationwide.

As we look ahead, our commitment to sustainability and environmental stewardship remains steadfast. We are dedicated to empowering farmers and artisans, ensuring that our practices are not only economically viable but also environmentally sustainable, aligning with the United Nations' Sustainable Development Goals (SDGs).

As I celebrate a decade at the helm of this extraordinary organization, I am filled with optimism for the future and the opportunities it holds. Together, we have the power to continue making a profound difference in the lives of those we serve.

I extend my heartfelt gratitude to our esteemed Board Members, dedicated team, generous funders, supportive community members, and committed CSR partners for their unwavering support and tireless efforts in advancing our mission.

Thank you for believing in us and standing by us on this incredible journey.

Sincerely,



A handwritten signature in blue ink that reads "Saameer Athavale".

Saameer Athavale
CEO, Shop for Change Fair Trade NGO

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OUR JOURNEY

Founder CEO Seth Petchers

1

2009

Founded and Incubated Shop For Change Fair Trade NGO at European Union & TraidCraft UK

2

Jan 2010

5300 FARMERS, 4 STATES
Initial focus on cotton textiles. Partnered with Mother Earth, to launch 1st collection of certified textile products

3

2011

We launched our 1st men's collection with colour plus , a Raymond brand.

Leader Ship Change
CEO Jai Shankar Talreja

4

2012

Announced partnership with shoppers Stop along with that entered in Food Sector.

5

2013-14

Started with Jute products,& various products in Food. Introduced a unique product "Shoe Bag"

Leader Ship Change
CEO Saameer Athavale

6

2015

Restructuring of Organisation by Sameer & Vrushali

11

Dec 2017 – Apr 2018

Launched e-commerce platform for Farm Fresh Fair Trade products for Mumbai.

10

2016

Established 2 Fair Trade Shops with 2000++ Loyal Fair Trade Consumers

9

2016 JULY 14

Successfully launched Farmer to Consumer Vegetable Project

8

Apr 2016

Innovative ways of Livelihood program for drought affected farmers

7

Dec 2015

Shift of Focus from Certification to Aggressive Market Generation Market trail with existing farmer producer groups

Dec 2017 – Apr 2018

12

Launched e-commerce platform for Farm Fresh Fair Trade products all over India.

13

Sep 2019

Started Fruit bearing / forestry tree plantation project with tribal farmers in Palghar District

14

Dec 2019

Started Organic Farming of Vegetables in Tribal Student Boarding School

15

2020-2022

Strengthen Market Linkage beniftted thousands of Farmers during pandemic

16

2023

Year of Collaboration Regenerative Agriculture Technique with Saguna Rural Foundation



Our Driving Principles



Shop for Change is a nonprofit organization founded in 2009 and incubated by European Union and Traidkraft UK, restructured in 2015 with a mission is to empower farmers, artisans, and their families via sustainable trade and provide long-term solutions to poverty. As an Indian NGO, we are the country's first Fair Trade label committed to providing a meaningful and lasting impact on society through sustainable social Change. Through our work, we hope to make the world a better place.

Our Mission

To be the most trusted and transparent, fair trade organization that creates positive change for farmers, artisans, and the environment.

Core Values

We believe that ethics and values should come before profit, and we admire the hard work of those who sweat a lot to make a living.

Our Vision

To uplift the lives of impoverished farmers and artisans by providing them with dignified work and connecting them to markets.



50,000+ **lives impacted**



Active in 6 states pan India

Focus Area



Rural and Tribal Development



Skill Training and Livelihood



Education Library Project



Tech enabled Healthcare



Climate Changes & Regenerative Agriculture



Environment & Sustainability



2023 Year in Review



Sustainable Livelihood

Environment & Sustainability

Capacity Building

Regenerative Agriculture

Education

Healthcare

SDG Goals and Lives Impacted



Impact Summary

- 1800+ beneficiaries** including 1500+ marginalized and tribal farmers and 300+ rural women.
- 30%+ increase** in farmers' income
- 500+ workshops** carried out to educate on ideation to marketing strategies
- INR 5+ Crore** worth of revenue generated by Organic Vegetables, Fruits, and Grain farmers.
- INR 50+ Lacs** worth of revenue generated by Women Self Help Groups.
- 5+ Metric Ton** Chilli Exported by **40+ Tribal Farmers** from Jawahar, Maharashtra.

- 56,000 Plantation** Completed with geotagging.
- 800+ Tribal Families** able to generate **1 Lac + revenue** per year

- 200+ Tribal Youth** trained in organic farming skills.
- The same youth will be able to generate sustainable income from their own farm instead of opting for class 4 jobs.

- Farmers reduce the use of harmful pesticides and chemicals, leading to **improved, better crop yields, and a cleaner environment.**
- Increased food security**, as farmers have access to more sustainable methods of growing crops.
- 15-25 day faster yield** achieved. Farmers save labor, time, water, and costs.

- Our initiative in Palghar district, Maharashtra has significantly enhanced educational access and quality for rural children enhancing academic engagement.
- By cultivating an enriched learning environment, we empower young minds, contribute to community development, and lay the groundwork for a brighter, more equitable future.

- Improved health outcomes** for individuals and the community. Awareness, diagnosis, and treatment of malnutrition, micronutrient deficiencies, and other health issues related to poor nutrition.

Supporting Farmers



We have partnered with Krishiratna, Krishibhushan awardee **Mr Chandrashekhar Bhadsavle** to educate farmers on his **SRT, SVT and SJT techniques**.



Conventional farming has significantly impacted the environment, forestation and biodiversity.

Farmers can come to our training center to learn the best farming methods such as no-tilling and organic farming and how to tackle challenges like a deficiency in produce.



In August 2023, more than 350 farmers from our vibrant villages in Jawahar united to **launch a Farmer Producer Organisation (FPO)** – a remarkable leap towards empowerment.



This FPO is fueled by the dynamic leadership of women, who are now becoming proud owners of their own company. For many, it's their very first time creating an email ID – a journey of digital empowerment!



Upskilling Tribal Women



Inauguration of brand JASHPURE by Hon Chief Minister of Chattisgarh Shri Vishnu Deo Sai



In 2023-24, we implemented a transformative **training program in Jashpur district, Chhattisgarh**, aimed at empowering tribal women through skill development in product creation using local resources. The initiative focused on indigenous produce such as mahua, tea, and millets, which are abundant yet underutilized in the region.

Participants were trained in the operation of food processing and packaging machines as well how to sell on digital marketplace.



In May 2023, we initiated a valuable **training program for tribal women farmers, focusing on the art of pickle making** with raw mango, ginger, turmeric, and chilies. This workshop was led by experts from the food industry who shared their knowledge and skills with the participants, teaching them not only how to prepare these pickles but also the techniques for preserving and packaging them effectively.

Environment and Sustainability



In 2019, our journey towards environmental sustainability kicked off in Jawhar Taluka of Palghar District with LTIMindtree. Our shared goal was carbon neutrality, which we coupled with creating livelihood opportunities. Together with our Tribal Brothers and Sisters, we planted fruit-bearing trees, laying the foundation for a greener, more sustainable future.



GeBBS Healthcare joined our mission in 2023, impressed by our outcomes in Jawhar and our commitment to the environment and local livelihoods.

To date, we've planted over 56,000 fruit-bearing trees with about 900 tribal families, boasting a remarkable survival rate of over 90%. This success is a testament to the dedication and care of everyone involved in this impactful journey.

Partnerships & Collaborations



Funding Partners



Market Linkage Partners



Future Outlook and Goals



e training for 1 lakh farmers



e cycles / riskhas for 1000 + tribal women



100 % literate taluka

developing ideal taluka Jawhar - Sustainable farming, advanced healthcare, digital education, financial literate and 100 % literate taluka, no one should remain below poverty line.



planting 1 Million fruit bearing trees by 2030



collaborating with 10 NGOs for an inclusive growth model

Board members and Leadership



Dr SudhirKumar Goel
Director & Chief Mentor

Retd. Additional Chief Secretary Agriculture & Marketing Maharashtra State (IAS officer), Ph.D. in physics



Nilesh Kale
Director

Post Graduate in Physics with more than 10 years of experience in Banking, insurance and avid socialist



Gunjan Jain
Director

Knowledge and skill development, Healthcare, Digital initiative expert



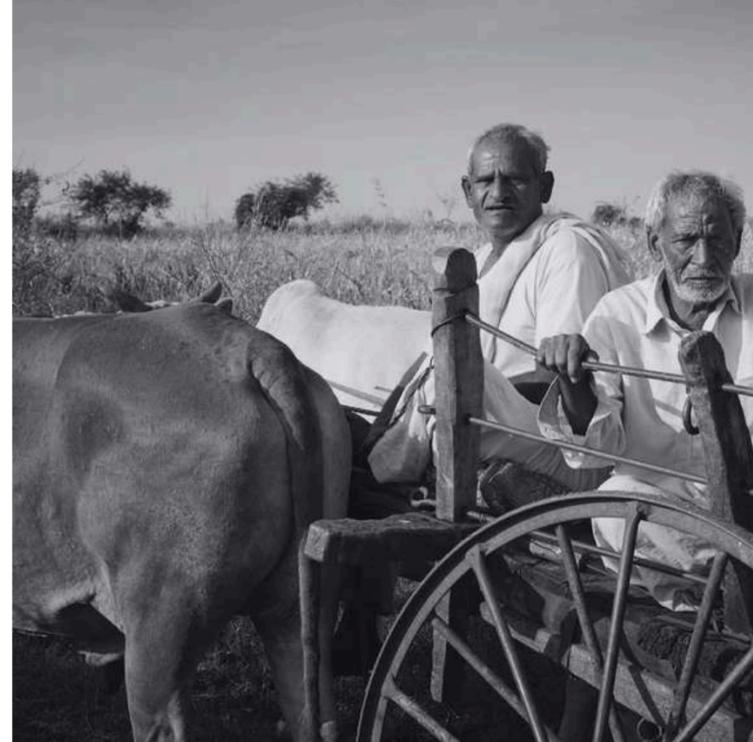
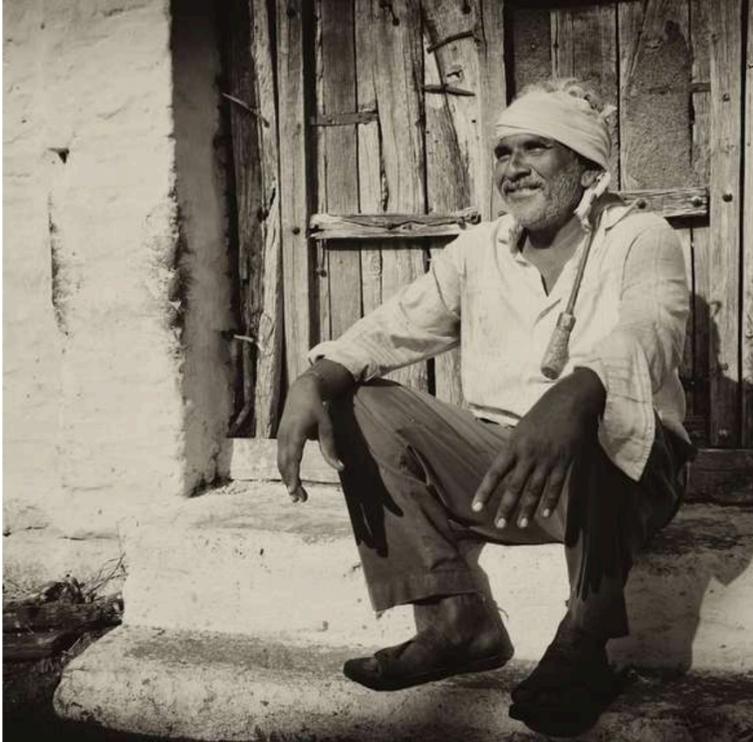
Chitra Jathar
Director

Graduate in Psychology with 15+ Years of experience in social enterprising. Works with women entrepreneurs & helps them in a market generation.



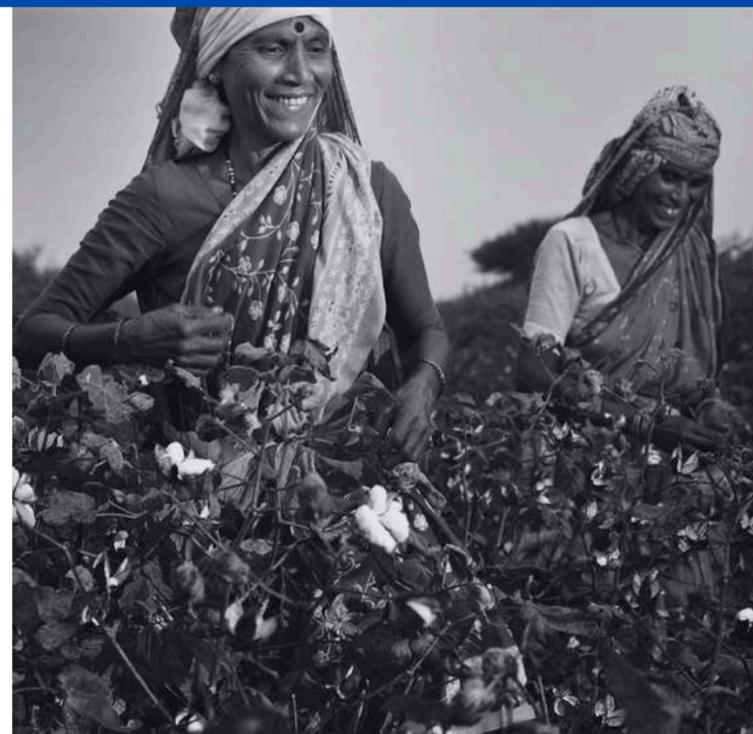
Saameer Ravindra Athavale
Chief Executive Officer

B.E. (Production Engineering) Mumbai University, formerly employed by Larsen & Toubro Limited



Thank You

to our donors, volunteers, and staff who contributed to the year's successes.





www.shopforchangengo.ngo

Contract Us



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Incubated at



 **TRAIDCRAFT**

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