



# Annual Report

2024-2022



Fight poverty via trade, not aid!

Incubated at



**TRAIDCRAFT**

Shop for Change Fair Trade  
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# Letter from the Leadership



Dear Supporters, Friends, and Fellow Changemakers,

As we look back on 2024–25, I feel deeply grateful for the milestones we've achieved together—and even more inspired by the direction we are heading. At Shop for Change Fair Trade, our mission to **fight poverty through trade, not aid** continues to guide our every step. This year, we have not only expanded our reach but also laid the groundwork for transformational partnerships that will shape the future of sustainable development in India.

One of the most significant shifts this year has been our **growing collaboration with government institutions**—particularly with the **Jashpur District Administration in Chhattisgarh**. This partnership has shown how market linkages, when integrated with local governance, can create scalable and sustainable impact for tribal communities. We now look forward to replicating this model across other districts and states.

We've also **begun building bridges with like-minded NGOs**, recognizing that systemic change demands collective effort. These partnerships are helping us co-create inclusive ecosystems where farmers and artisans thrive, not just survive. By sharing tools, knowledge, and networks, we're aligning our efforts toward a larger goal: empowering rural India with dignity and equity.

In a bold and future-facing step, we introduced **ChatGPT training to tribal women and men**—sowing the seeds of AI literacy at the grassroots. By demystifying artificial intelligence and showing its relevance in farming, marketing, and everyday communication, we've taken one more step in bridging the digital divide and proving that technology belongs to everyone.

At the heart of all this, lies **technology**—a key enabler for the marginalized. This year, we've deepened our tech interventions to bring real-time market access, financial literacy, and digital tools to smallholder farmers and tribal youth. From e-commerce solutions to digital branding and skill-building platforms, we are ensuring that technology reaches those who have traditionally been left behind.

As we step into a new phase, we remain committed to building a future that is **fair, green, and inclusive**. A future where **2 million trees** offer shade to farmers and **1 lakh livelihoods** bloom with self-reliance.

To our board, partners, supporters, and the tireless teams on the ground—thank you. And to every farmer, artisan, and youth we serve—you are the soul of this movement.

With hope and purpose,

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 (2016-2022)



## Scaling Up

2016 to 2022 & Beyond

## From Vision to Reality

The Early Years



**2016**

Shop For Change was founded by **Saameer Athavale, with his wife's support**, despite challenges in securing funding.



- Focused on **market linkage**, ensuring farmers earned directly.
- Created multiple **farmer clusters & supply chains**, impacting 10,000+ small farmers, including tribal communities & women entrepreneurs.



- Farmers' income increased from ₹25,000 to ₹3-4 lakh per year.
- Small farmer businesses grew to ₹3-4 crore revenue annually.



**2022**

After successfully establishing the first phase, the organization shifted focus to **scaling operations**, structuring impact, and **expanding team** capacity.

- Further strengthened the board with strategic leadership to help **structure the expansion** and make impact exponential.
- Shifted focus to developing an impact-driven, scalable system.

# About Us and Our Driving Principals

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

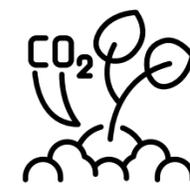


Active in **6** states



- ₹3-4 CR annual turnover for small farmer businesses
- ₹3-4 lakhs annual farm incomes

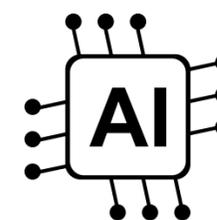
## Focus Area



Climate Change & Sustainable Agriculture



Market Linkage



Technology for Impact

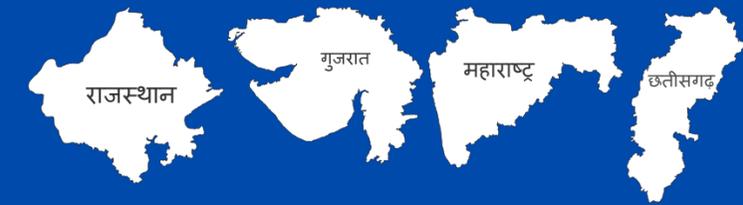


Livelihood Development



Capacity Building

# 2024 Year in Review



## Climate Change & Sustainable Agriculture

## Market Linkage

## Technology for Impact

## Livelihood Development

## Capacity Building

### SDG Goals and Lives Impacted



65000  
Trees



800+  
Tribals



3 apps



30%+  
income



2 FPOs

5  
Libraries

### Impact Summary

- **Maintenance of 65,000 planted saplings** to increase income opportunities for farmers.
- **Distribution of farming activity support equipment.** Distribution of water storage drums and provision of water tankers during summers.
- **Water and soil conservation activities:** Planting vetiver grass along water resource banks. Live Contour Bunding (LCB) for improved water retention.

- **New Market Opportunities:** Facilitated the entry of 20 SHGs into urban markets, increasing their sales revenue by an average of 30%.
- **E-Commerce Integration:** Partnered with major online platforms, leading to a 40% increase in digital sales for products from marginalized communities.
- **Trade Fairs and Exhibitions:** Participated in 5 national trade fairs, directly connecting producers with buyers and industry experts.

- **Developed and deployed efficient system** for monitoring plantation activities, tracking sapling survival, or assessing environmental impact.
- Updating dashboards for data transparency: Correcting polygon data discrepancies.
- Updating mortality records. Adding geotagging for individual saplings.

- **Setting up cashew and mango processing units** to generate additional income sources with Govt aid and contributions.
- **Set up sales stalls** in the offices of 20+ corporates who made Market Linkage possible, and helped women entrepreneurs generate livelihood.

- **Formation of Farmer Producer Organizations (FPOs)** and training sessions to engage tribal women.
- **Training sessions** to engage farmers and build awareness of government schemes under FPOs and FPCs.
- **Setting up 5 libraries** with 1,000 books each to promote knowledge sharing..

# Accolades in 2024-25



We have recently completed a comprehensive due diligence audit conducted by the **Collaborative Philanthropy Foundation (CPF)**.

This certification is a significant milestone that further reinforces the credibility, governance, and accountability of our work. With CPF's endorsement, our partners can be even more confident that their support is making a measurable difference.

"Jash Pure" brand received an **award from Shri Ashwini Vaishnaw**, Hon'ble Minister for Railways; Information & Broadcasting; and Electronics & Information Technology.

Through our Shop for Change Fair Trade Market Linkage Program, we have supported Jashpur's artisans and farmers, creating sustainable incomes and market access while promoting fair trade principles. This award reflects the impact of strong partnerships in fostering economic independence and sustainable growth.

# Capacity Building



Photo: Capacity Building Workshop on Regenerative Agriculture,  
Date: 22 Oct 2024, Location: Jawhar

Workshops on Sustainable Agricultural Techniques: Trained 70+ tribal farmers (37 women, 34 men) in Saguna Regenerative Technique (SRT) for enhanced productivity and soil conservation.

Kisan Unati Workshop on Climate Change: Educated 80 marginalized farmers on climate resilience, sustainable farming, and risk mitigation.



Photo: AI and Chatgpt training for tribal farmers including women and youth  
Photo Date: 14 Feb 2025, Friday, Location: Shanti Sarovar resort, Silvassa Rd, Jawhar

AI & Technology for Agriculture: Introduced 180 tribal farmers to AI applications in farming, enhancing productivity and efficiency.

Handmade Recycled Bags Workshop: Empowered 50 farmers to make eco-friendly bags, promoting sustainability and financial independence.

# Market Linkage – Connecting with Metro Consumers



In 2024-25, we successfully enabled both online and offline sales for our brand Jashpure and other partner NGO and SHG brands, directly connecting rural and tribal producers with metro consumers. We set up an efficient supply chain and warehouse in Dombivli, making it possible to fulfill orders swiftly and maintain stock visibility. On the ground, we conducted 20+ booth setups across corporates in Mumbai and Pune, bringing high-quality, handcrafted products straight to urban workplaces. This initiative not only helped generate instant revenue for our women producers but also gave them a platform to share their stories and skills with new audiences. It's a small but significant step in building inclusive markets, celebrating indigenous livelihoods, and making the vision of Aatmanirbhar Bharat a living reality.

# Support for Climate Resilient Farming



Provided fertilizers pesticides to farmers for Plantation Care.

In preparation for the upcoming summer and the need for extra care for saplings, 200-litre water storage tanks were distributed to farmers, ensuring easy access to stored water for irrigation and plant maintenance

# Employee Engagement through Plantation and Cleanliness Drives



Plantation Drive in Jawhar: Planted and nurtured 700 trees, engaging volunteers and farmers to create green cover.

Cleanliness Drive in Dombivli: Involved Gebbs Healthcare employees in cleaning initiatives benefiting 1,000+ people.

# Scaling up for Long Term: FPO Formation and Cross Collaboration



FPO Formation – Ecovibe Krishi Producer Company Limited was incorporated on February 15, 2025. This FPO will support approximately 500 tribal farmers, helping them procure essential inputs such as fertilizers and seeds at lower costs while enabling them to sell their produce at higher prices, ensuring better profitability and sustainable livelihoods.



Exposure Visit to Jashpur, Chhattisgarh: Ten young tribal farmers, who also serve as nominated directors of a Farmer Producer Organization (FPO), were sent to Jashpur to gain hands-on experience in setting up a common manufacturing unit and learning Mahua value-addition product development, They also received guidance from the District Collector of Jashpur – Dr Ravi mittal (IAS)

# Embracing Innovation: Technology and Research Driven



## Geo Tagging

The dashboard shows a map with yellow and red markers. A sidebar on the left lists 'Plant Records' with sub-sections: Dashboard, Records, Alerts, Reports, and Security. The main area displays a table of records:

Location	Date	Plant	Height	Width	Depth	Search
Location 16.8014212, 75.2210113	11/08/2023	Mango				
Location 16.8014212, 75.2210113	11/08/2023	Mango				
Location 16.8014212, 75.2210113	11/08/2023	Mango				
Location 16.8014212, 75.2210113	11/08/2023	Cashew Nut				
Location 16.8014212, 75.2210113	11/08/2023	Cashew Nut				

To improve location accuracy, Geo Tagging will be done by GPS device.

## Live Counter Bunding Bio Engineering for Soil & Water Conservation



Water & Soil Conservation

## Team Conducting Geo-Tagging



Shop for Change is leading an ambitious and innovative program in Jawhar, using unconventional, nature-based techniques to create a climate-resilient community. We're leveraging natural bioengineering with vetiver grass to prevent soil erosion, stabilize water bodies, and boost the groundwater table - essential steps for lasting, sustainable impact.

Our efforts go beyond traditional methods; we're making Jawhar a model for resilience by combining these natural solutions with cutting-edge digital technology. With geo-tagging, interactive dashboards, and online maps, every tree and grass patch is tracked, allowing for transparent monitoring and maximum impact. Our mission is clear: a greener, water-rich, climate-resilient Jawhar for generations to come.

# A Shift from Individual Impact to Community Transformation *Building Farmer Producer Company (FPC)*



Traditionally, most CSR projects highlight individual success stories—how a particular farmer or beneficiary has benefited from the intervention. While these narratives are impactful, Shop For Change Fair Trade NGO takes a broader, long-term approach to measuring success. Instead of focusing solely on individual transformation, we emphasize how an entire community evolves over time.

One such example is the formation of a Farmer Producer Company (FPC) in Jawhar Taluka, Palghar District, Maharashtra. Although FPC creation was not the primary objective of the project, Shop For Change recognized the need for community structuring to ensure sustainability beyond the project’s lifecycle.

Shop for Change Fair Trade Palghar Wadi Project



Farmer Producer Company Board Members Nomination

<b>Intervention: Structuring the Community for Long-Term Growth</b>	<b>Impact: Enabling Collective Growth &amp; Self-Sustainability</b>	<b>Sustainability: How We Ensure Growth Beyond the Project</b>
<ul style="list-style-type: none"> <li>• <b>FPC Formation:</b> Mobilized local tribal farmers into a formal producer organization, ensuring collective decision-making and better market access.</li> <li>• <b>Government Linkages:</b> Connected farmers with relevant government schemes (FPO subsidies, PM-KISAN, crop insurance, AgriStack integration) to secure financial and infrastructural support.</li> <li>• <b>Value Addition &amp; Processing Units:</b> Encouraged farmers to set up processing units for cashew, mango, and other indigenous crops to increase profitability and reduce dependence on middlemen.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Enhanced Bargaining Power:</b> The FPC ensures that farmers negotiate better prices and gain direct access to markets, reducing reliance on exploitative intermediaries.</li> <li>• <b>Increased Incomes &amp; Financial Security:</b> By adding value to their produce (e.g., turning mangoes into dried fruit or pulp, cashew processing), farmers generate higher revenues.</li> <li>• <b>Community Ownership &amp; Governance:</b> With structured leadership and governance in place, decision-making is now in the hands of the farmers themselves, fostering long-term independence.</li> </ul>	<ul style="list-style-type: none"> <li>• The FPC is legally registered and operational.</li> <li>• Farmers are trained to run their cooperative efficiently.</li> <li>• Market linkages and government connections continue to support the community.</li> <li>• Processing units provide additional revenue streams for years to come.</li> </ul>

# Partnerships & Collaborations



## Funding Partners



## Market Linkage Partners



# Future Outlook and Goals



**1 Lac+ Farmers**

AI enabled e-training for 1 lakh farmers



**Support Mangroves and the communities**

Restore mangroves across Maharashtra and support communities through livelihood and market linkage



**Building resilient taluka**

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



**20 Lac trees**

Planting 2 Million fruit bearing trees by 2030



**10+ NGO Partners**

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



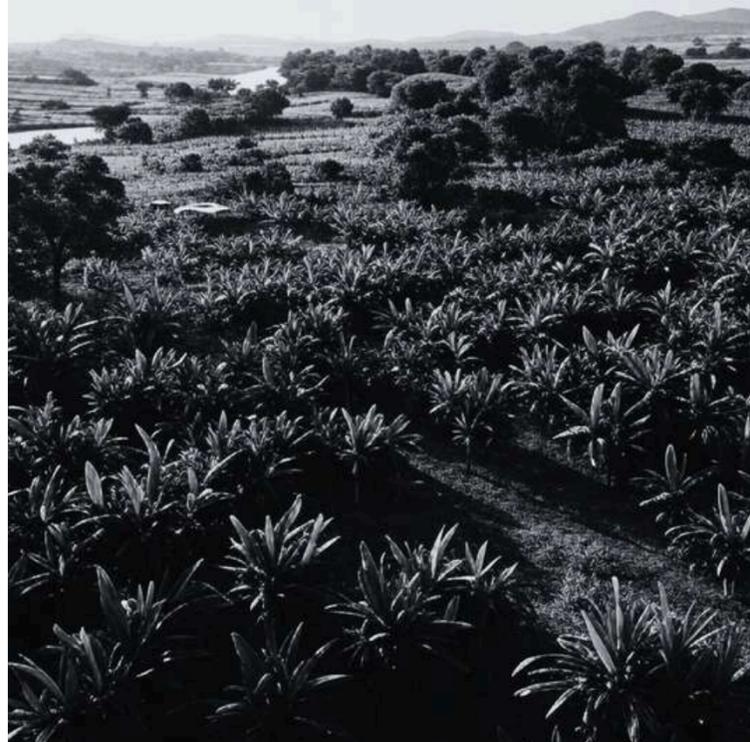
**Chitra Jathar**  
Director

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



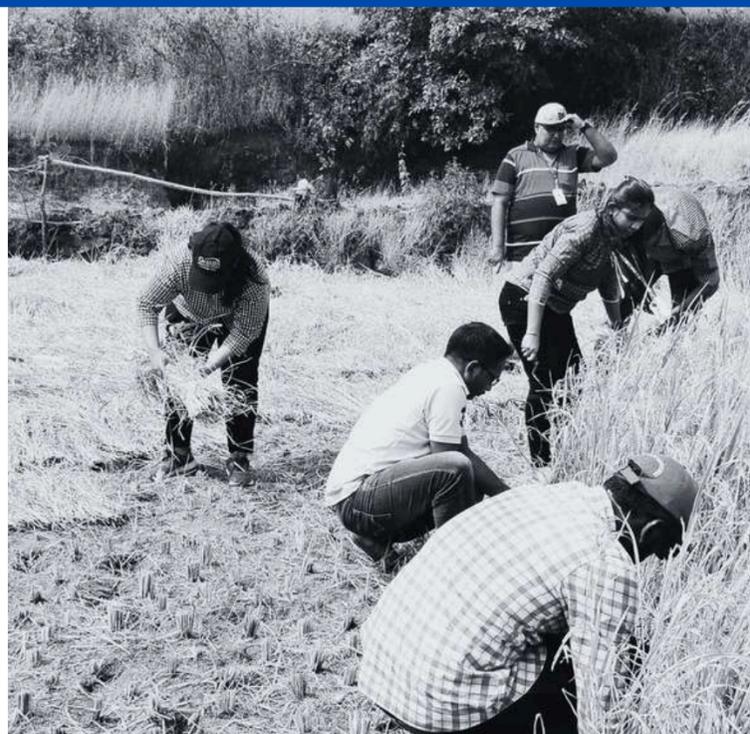
**Saameer Ravindra Athavale**  
Chief Executive Officer

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](http://www.shopforchangengo.ngo)

Contact Us



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